

# CHEMIST & DRUGGIST

The newsworthy for pharmacy

a Benn publication

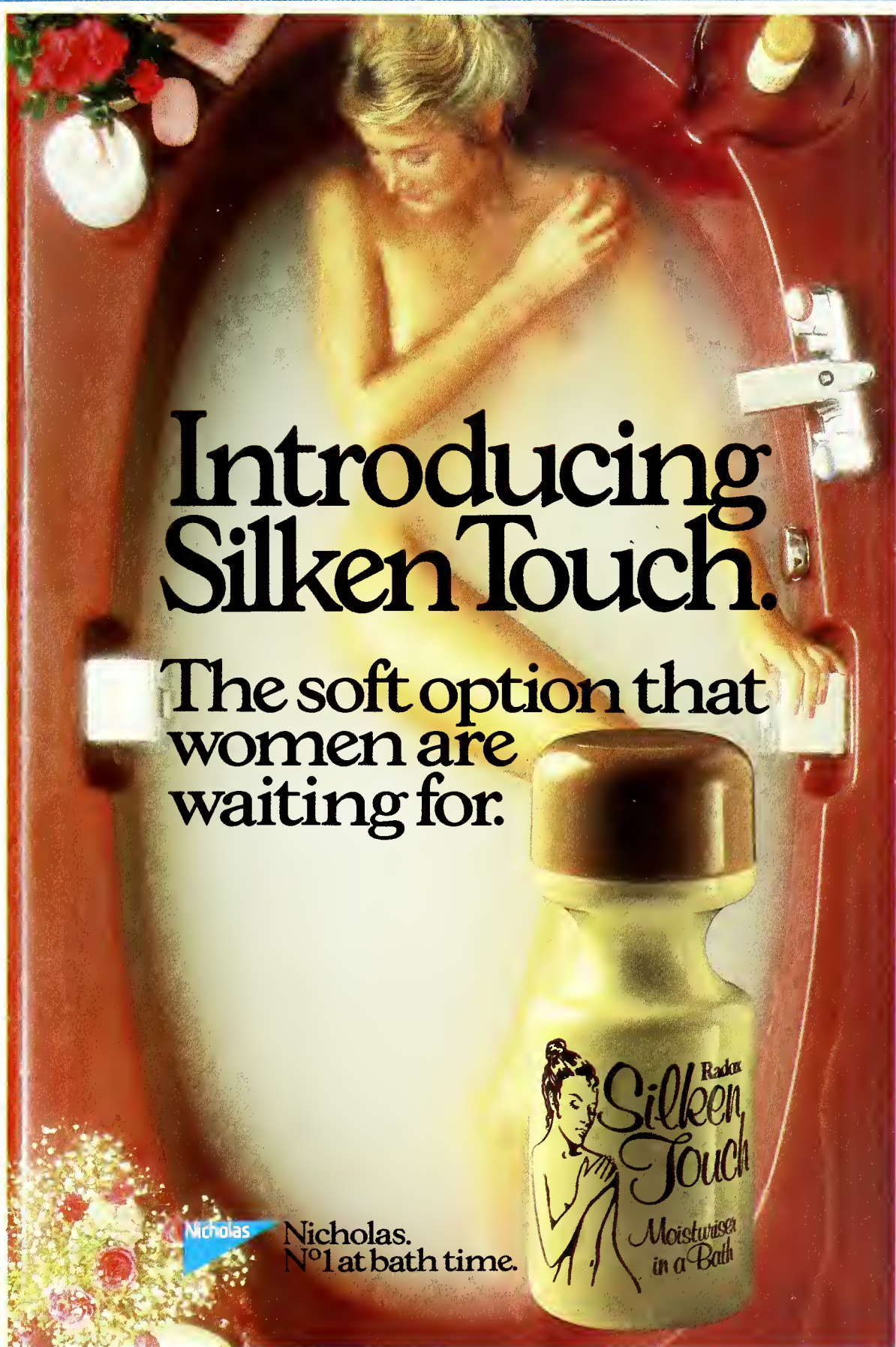
March 13 1982

**LPC conference:  
little fresh  
comment on  
new contract**

**Kenneth Clarke,  
former PSGB  
adviser, made  
Health Minister**

**Hospital  
pharmacists  
win cash for  
'emergencies'**

**Air fresheners,  
insecticides:  
market reviews**



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# CHEMIST & DRUGGIST

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March 13, 1982

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Assistant Editor:  
John Skelton BPharm, MPS  
Contributing Editor:  
Adrienne de Mont  
BPharm, MPS  
Beauty Editor:  
Liz Platts BA  
Technical Editor:  
Judy Bargh BPharm, MPS  
Price List Controller:  
Colin Simpson  
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Peter Nicholls JP  
Assistant Advertisement  
Manager:  
Doug Mytton  
Director:  
James Lear

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East Anglia: 71 Welsford Road,  
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North East and North West: Techno  
House, 388-394 Low Lane, Horsforth,  
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West Country & South Wales:  
10 Badminton Road, Downend, Bristol  
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## COMMENT

### Bloodless Sunday

The LPC conference on Sunday was notable, more for the lack of fireworks from the delegation than for the absence of the former Minister for Health or his successor. However, a certain sense of anti-climax must have pervaded the subterranean hall of the Society, as delegates had prepared written questions for Dr Gerard Vaughan after he had asked to attend the conference for the second time. Last year Dr Vaughan encountered a hostile audience which in the end seemed to let him off the hook. Indeed, the polite applause for Dr Vaughan as he left that particular platform seemed rather too sincere.

On Sunday delegates were denied a target and had probably already vented any malice felt towards PSNC's proposals, on a new simplified method of remuneration, in their written submissions — at least those who took the trouble to reply. Only 67 out of 98 LPCs did (68 per cent). PSNC chairman David Sharpe firmly criticised the 31 silent LPCs for their lack of comment on a discussion document involving a fundamental change in remuneration. PSNC has itself been criticised for lack of comment, Mr Sharpe said, but in a two-way process LPCs were just as much to blame. Mr Sharpe added that as chairman he felt very disheartened by the approach of these LPCs. He reported that the secretary was to keep a register of those LPCs which consistently did not reply to important communications from PSNC.

Thus chastened, the delegates may have found some consolation in the chairman's opinion that the review panel (even now considering submissions from the PSNC and the Department on property costs) are people of stature, well-versed in the mysteries of the contract. But the manner in which motions were proposed and received gave little evidence of any uplifting of spirit. Perhaps after all the local discussion that had gone into drafting the written comments on the

contract that had been received, the debate in the pharmaceutical Press and the stomping of the countryside by PSNC executives expounding on the relative merits of it all, had exhausted the subject matter, and delegates. In the event none came forward to debate the second motion on the indexing of the BPA to future increases in costs incurred by pharmacists in fulfilling the contract, and the motion was somewhat surprisingly lost, albeit narrowly.

Dr Vaughan's absence should have meant an "early bath" for delegates — including Mr Dengar Evans, Mid-Glamorgan, who was threatened from the chair with the pennance of watching Wales' defeat at Twickenham for a second time that very afternoon — but mercifully Mr Sharpe elected to hold an open forum on the contract.

This session was most useful and delegates took the opportunity to endorse PSNC's comment on its understanding of LPC attitudes to the contract proposals. A session of clarification and consolidation followed with a crystallisation of positions to be adopted by the PSNC in negotiations. And some gauge of the balance desired between on-cost and BPA, on whether to discount at source or from the "global sum," and of the necessity to define "leap-frogging," may ultimately have proved useful to PSNC. Thus was the chairman's discretion amply rewarded by the time delegates dispersed — to fight on another day? But in the broader spectrum, can any contractors really complain about PSNC's alleged lack of bite when their own representatives are not snapping at its heels?

Finally, a word of welcome to Mr Kenneth Clarke, the new Minister for Health — as a former adviser to the Pharmaceutical Society he can hardly claim ignorance of pharmacy's case when it is put to him! ■



## LPC's seek balance for on-cost v BPA

The enforced absence of the former Minister for Health, Dr Gerard Vaughan, effectively removed the target for any wrath, real or imagined, within the delegates at the conference of Local Pharmaceutical Committees on Sunday.

While the debate seemed lack-lustre, the conference — possibly chastened by chairman David Sharpe's criticism of the one-third of LPCs who did not respond to the consultation document on the contract — failed to give clear and precise guidance to PSNC on either the level of Practice Allowance or the proportion of on-cost acceptable to them. In fact, they voted against a motion seeking to link BPA to pharmacy running costs.

Despite this relative lack of guidance, delegates did pass a resolution expressing concern at PSNC action in putting forward a simplified scheme of payment in which *all forms* of on-cost had been eliminated. The motion, put by Mr G.F. Paisley, Coventry, said: "Such over-simplification is to the possible detriment of contractors." It was passed by a clear majority.

### On-cost—pharmacy's 'hedge'

Mr Paisley and other speakers saw on-cost as pharmacy's "historical hedge against inflation," particularly when the "left hand side" of the balance sheet was held back by pay policy. Indeed with drug costs rising dramatically last year the on-cost "hedge" was still relevant, particularly as pharmacists were not able to obtain wholesale discounts to match the interim discount levied by the Government: "It will be some time before

any adjustment of this rate comes out of the discount inquiry."

The "hedge" was also necessary in view of substantial recent increases in charges for telephones, electricity, rent, rates and water rates. Mr Paisley acknowledged that on-cost added nothing to the left hand side of the balance sheet in the long run . . . "but the elimination of on-cost would also negate reimbursement when an under-payment occurs."

"Some form of on-cost must be retained," said Mr Paisley, "until we have experienced an annual review of our rates of remuneration by the DHSS in advance of the year to which they apply."

On-cost was seen by various speakers to ensure a variety of contrasting measures; a fair return on the capital involved; that larger contractors with larger-than-average discounts did not benefit at the expense of the smaller one; as a loss contributor because of the method of implementing price increases;

and as contributing to the pharmacist's business image rather than his advisory and professional role.

Mr W.A. Beanland, Lancashire, while supporting the motion, nevertheless believed the weight of remuneration must go onto a level that is immune from attack which can only be fees and Practice Allowance.

### 'No' to BPA indexing

Conference then narrowly failed (82 for: 99 against) to support an Oxfordshire motion that Basic Practice Allowance be linked to the pharmacy's running costs. Mr M. Moloney, proposing, reminded conference of recent suggestions that the costs of running a pharmacy — labour, rent, rates, heating, lighting, etc — may not be fully reimbursed in the future. "We feel it important that these costs are incorporated annually into a Practice Allowance in line with cost indices, in order to re-inforce the principle that our contract entitles us to a full reimbursement of costs . . ." Mr Moloney acknowledged the need for machinery of appeal to deal with relocation of existing businesses and "any other contentious problems." There were no speakers for or against the motion.

A significant adjustment in favour of the smaller contractor dispensing 12,000-24,000 scripts per annum was called for by Mr Trinder of Oxfordshire. A survey carried out by Mr P.B. Dean (PSNC) found contractors in the 11,000-18,000 script band would lose £1,000 pa under the new proposals. The Oxfordshire proposal that the new scheme "should cause no detriment in remuneration to any contractor," was passed.

An ammended motion from Hereford and Worcester LPC, requiring PSNC to *continue* to press for the early implementation of an additional pharmacist allowance, financed from new monies, was also passed. Mr Giles,



PSNC chairman, David Sharpe, addresses conference delegates



proposing, said: "We believe this has been an objective of PSNC for many years but it is not mentioned in any new contract proposals." He reminded conference of the increasing supervisory and advisory role of the pharmacist in primary health care. "Successive governments have paid lip-service to our value in advising — as they put it, 'on minor ailments'." Mr D.L. Ogle, seconding, said: "We must leave PSNC free to negotiate the level at which a second pharmacist is necessary. But the notion of a second pharmacist must be kept alive."

## Rural progress reported

Mr Alan Smith, PSNC chief executive, reported on the progress the medical and pharmaceutical professions on the Central Joint Committee are making on the proposals for the joint compensation scheme for rural dispensing. Representatives of the Society and PSNC met last Friday.

He said the three prerequisites for pharmacists in accepting any scheme were: "First, that doctors get cracking and establish a compensation scheme. Secondly, that a mechanism is found to ensure that patients actually have freedom of choice when it comes to deciding who will provide their pharmaceutical services — no coercion. And last, that there is an adequate way of monitoring doctor dispensing."

Mr Smith pointed to the 21 per cent increase in doctor dispensing at a time of standstill over a five year period, compared with 9 per cent for pharmacists. Without sufficient monitoring, Mr Smith did not think pharmacists would have sufficient faith in it because the scheme was based on the number of patients transferred from one list to the other. Both sides should be reporting back to their parent bodies within three months; they in turn would report to the Department of Health.

Conference then passed a motion on the monitoring of prescriptions. Mr John Davies, Somerset (also secretary, Rural Pharmacists Association) proposed that all prescribed medicines, whatever the source, shall be issued on the presentation of a written prescription or an entry in a prescription book. Mr Davies said: "This simple procedure will eliminate all the objection raised by the DHSS [to a prescription testing scheme for dispensing doctors] and bring some control over the lack of accountability as it stands today."

Conference also found in favour of a motion seeking to delete Regulation 30(2)b in Part 8 of the NHS Statutory Instrument [whereby an FPC can either allow or compel a doctor to dispense, if there is a supply problem]. Delegates voted for a requirement that "patients shall be directed to a pharmacy if difficulties arise in obtaining medicines."

*A summary of delegates' decisions is given on p465*



"Now, who's putting up the dough for the new contract?"

## Impromptu debate backs PSNC's stance

The Committee agreed to an impromptu discussion of their comments on LPC submissions on the PSNC's proposals for simplifying the contracts so that, in the words of Mr David Sharpe: "We can confirm that our comments are in fact your comments." It was made clear that any points arising from these discussions would not be binding on PSNC.

Conference very firmly endorsed the view of the LPCs which submitted replies that "an enhanced basic practice allowance would act as a deterrent to potential leapfroppers." Delegates gave equal support to the retention of on-cost, although not necessarily at its present level. Mr Mike Brining, PSNC financial executive, said the three elements of BPA, fee and on-cost would continue to underpin PSNC thinking as: "the means of re-imbursing the various groups of contractors with their operating costs and net profit margin."

## 'Nonplussed' on discount?

However, he felt it worthy of comment that "No comment" was received on the proposal to deduct total discount from the total balance sheet amount due (global sum). "I think it rather nonplussed LPCs. The alternative is to pick up the Camden & Islington proposal from last year and to eliminate the various dips in the separate on-cost and discount scales by combining them on a cumulative basis. The DHSS is not prepared to consider this until the results of the discount inquiry are to hand — sometime in the second half of this year."

Mr Brining took the opportunity to admonish contractors who so far have failed to reply to an invitation to take part in the inquiry — 25 per cent of the 500-sample. "This does cause us serious difficulty. I urge contractors to reply."

Mr Alan Smith then asked

contractors: "Do you want discount taken out of the global sum? If you do, then the interplay between on-cost and discount pales into insignificance." Mr Smith said he too was "amazed" that no LPCs commented on how the "possible £30m" involved should be accounted for.

## Summary of achievements

He reminded the delegates that the current PSNC proposals were an attempt to achieve the long-term goals agreed by an earlier conference; they were feasible only if the profession wanted, and could achieve, rational distribution. The short-term aims had in the main been achieved — payment of the BPA, individualised preregistration graduate allowance, continuance of an on-cost, separate contracts for oxygen, urgent fees and out of hours service — but not the additional pharmacist allowance. "We now know that legislation will not be with us in the foreseeable future, so the only way we can get a degree of rationalisation is by financial incentive. Hence our proposal to increase BPA to a Practice Allowance."

The second phase — individual premises allowances, initial practice allowance, relocation and redundancy payments — were unobtainable without rational distribution. Mr Smith said the pharmacist could not have individualisation of the contract without rationalisation. Because of public accountability, while pharmacists have the freedom to open up where they want, they could not expect the Government to pay individual premises fees, etc.

Mr Brining defended the PSNC proposals when Mrs Lucas-Smith suggested that deducting discounts from the global sum would be unfair because all contractors were not getting the same discount. "The proposals seek to equate payments under the new scheme with those under the old and so must reflect the differing discounts attracted by different contractors."

*LPC Conference report concluded on p465*



## More cash granted for emergency pay

The Government have agreed to provide extra money in order to finance emergency duty payments for hospital pharmacists.

Mr Norman Fowler, Secretary for Social Services, announced in a Commons written answer on Monday that funding above the 4 per cent ceiling would be available for certain NHS staff responsible for the direct treatment of patients. Hospital pharmacists have been allocated £300,000 for an emergency duty agreement — approximately £370,000 when employers' National Insurance contributions and superannuation is included.

No formal offer has yet been made as this is up to the Whitley Council. Ms Donna Haber, divisional officer, ASTMS, has told Guild of Hospital Pharmacist members that winning the extra money is quite an achievement and represents a victory but to continue withholding unpaid emergency services

until the staff side have seen the offer.

The management side of the Whitley Council are meeting on March 17 to discuss the draft agreement so an offer should then be forthcoming. No detailed calculations had been made as *C&D* went to press, but the amount of money seems far less than required to fulfill all the original claims.

In his answer, Mr Fowler said the Government recognised that pay settlements should account for market factors, including the effect on recruitment and retention of certain types of expensively trained NHS staff. A total of £81.9 million extra has been allocated, of which nurses will have the major part (£63m not including employers NI and superannuation). Another £5m will finance higher pay settlements for the professions supplementary to medicine (this does not include pharmacists) and £1m will go to the ambulance men. Doctors and dentists pay will be considered later in the year.

The National Union of Public Employees has condemned the Government's move as an attempt to divide and rule NHS staff. ■

## Drug charges — Hull detectives cleared

Five drug squad detectives have been cleared of serious drugs irregularities at the end of a five-week trial at York Crown Court. (*C&D*, February 20, p326).

The jury took just over two hours to find the four detective constables and their chief inspector not guilty of a total of nine offences.

Det Insp M. Lord, Det Conts I. Davidson, Det Const M. Atkins, Det Const P. Riby and Det Const A. Ablett had all been suspended from the Humberside drug squad two-and-a-half years ago following allegations by a police informer and heroin addict, Thomas Hamilton Dunsmore.

Dunsmore, a 30-year-old with a lengthy criminal record involving drugs,

had claimed the officers supplied him with Controlled Drugs taken from the police station's confiscated supplies and from pharmacies.

However, counsel for the defence told the court that Dunsmore was an "evil, dangerous criminal" who had spun a web of lies aimed at wrecking the officers' careers. They said that allegations made by Dunsmore that he received drugs which were intended for destruction were simply not true.

The jury heard that senior officers always supervised the destruction of CDs and meticulous records and checks were made during the disposal operations. Dunsmore's allegations were, said the defence counsel "a pack of lies from beginning to end" but they had succeeded in having five dedicated drug squad detectives removed from their important work for years. ■

## Independents get OK

The number of capable newcomers acquiring or opening up pharmacies, as multiples dispose of their smaller outlets, has helped to re-awaken the interest of manufacturers in independent outlets.

Manufacturers can no longer afford to ignore the independent because his business can represent better margins than the very powerful multiple organisations can contemplate. The March edition of *Retail Business*, in a product review of chemists' and household goods, attributes this opinion to the "trade".

"A slight brightening of the outlook for the market in 1982" is envisaged. "Clearly, independent retail pharmacies have reaped some benefit from the improved basis of payment for their NHS work, although, unless it can be kept in

line with inflation their position will fall back again."

The review says there is evidence on the chemists' goods side that the survivors in the retail battle are: "more skilful than was generally true some years back".

The review notes an increase in output of 39 per cent for analgesics, more than twice the increase accounted for by the rise in wholesale prices. A small decline in real terms in the cough and cold preparations and a static antacid and anti-ulcerant market is also reported.

The drop in output-value of the cosmetic sector was particularly marked, with lower output for hand creams, nail preparations and eye, facial and lip make-up. Only face creams and lotions showed an increase ahead of the order of price increases. A decline in the mens toiletry market seems likely when Christmas '81 figures are to hand. ■

## Costs for Macarthy's?

As a result of Unichem's announcement that they no longer intend to pursue their appeal against Master Dyson's decision on February 9 that Macarthy's *locus standi* should not be considered as a preliminary issue, Macarthy's lawyers went back to the Master on March 2 and obtained orders that Unichem and the DHSS should file their evidence and that Unichem should pay all the costs of the hearing on February 9, as well as the wasted costs of the abortive appeal.

Macarthy's say they have always regarded Unichem's arguments on this preliminary issue as groundless and are very pleased that the case should now proceed to an early full trial. ■

## More on 'dressings'

The Department of Health has given cautious advice about re-sterilizing contaminated first-aid dressings.

In a circular sent to importers and stockholders the Department says that, within certain careful controls, steam sterilisation would be satisfactory. Suppliers thinking of doing this are told to contact the DHSS for details. Gamma irradiation is considered inadequate for re-sterilisation.

The inquiry into the dressings at the Public Health Service Laboratory is continuing and its findings should be ready at the beginning of May. So far *Streptococcus*, *Staphylococcus*, *Bacillus* and *Clostridium* species have been found (*C&D*, January 30, p192). ■

## CRCs 'accepted'

Most pharmacists now use child resistant containers and the public seems to accept them, with some reservations, according to the latest *Drug and Therapeutics Bulletin*. The article goes on to stress that the containers are child-resistant not child-proof, and no substitute for proper safekeeping. The three types of CRC are pictured, and a resume of current literature showing that accidental poisonings have decreased is given. ■



Mr M.J. Moon, MPS, of Kingswood, Bristol (right) receiving a Capo-di-Monte figure from the local Duphar representative, Mr Bill Shrobbree as the winner of an Influvac cartoon competition



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**Mr Anthony Fuell, MPS,** is to become a member of the general management of the European Federation of Pharmaceutical Industries' Association in April. He has been secretary to the Proprietary Association of Great Britain since 1973. He qualified as a pharmacist in 1968 and joined PAGB in 1971, and has specialised in law relating to pharmaceutical manufacturing. He has been on a number of committees relating to child resistant packaging and is on the NEDC sector working party on pharmaceuticals.



**Miss Marion Kelly, MPS,** is appointed secretary to the PAGB as from April 1. She qualified in Australia in 1964 and joined the Association in 1974 as advertising services executive.



**Mr Kenneth Clarke, QC,** was appointed Minister for Health on March 5. A former Parliamentary adviser to the Pharmaceutical Society (from January 1977 to May 1979), Mr Clarke replaces Dr Gerard Vaughan who becomes Minister for Consumer Affairs at the Department of Trade.

Mr Clarke has been Parliamentary Under Secretary of State for Transport since January 1981, and was Parliamentary Secretary in that Department since May 1979.

Born in Nottingham in 1940, he was educated at Nottingham High School and Cambridge University. Called to the Bar in 1963, he has been a practising member of the Midland Circuit.

In 1964 and 1966 he contested Mansfield and has been Conservative MP for Rushcliffe since 1970. Mr Clarke was Parliamentary private secretary to the solicitor general from 1971-1972. Between 1972 and 1974 he was an assistant Government Whip and from 1973 to 1974 a Government Whip for Europe. He became Lord Commissioner for the Treasury in 1974. Between 1973 and 1974 he served as a member of the

## Emphasis

I wish I had gone to the symposium organised by the Hounslow, West Met and Ealing branches of the Society and the West Middlesex NPA branch, because I would have liked to have heard Mr Bruce Rhodes and Mr Tim Astill discussing their views on the ideal future of pharmacy.

I was particularly interested in the report of Mr Rhodes' criticism of "the so-called professional pharmacies" which claim only to dispense prescriptions, in order to get planning permission in purely residential areas where a "shop" would not be acceptable. I think it most heartening to have such a concept criticised by an official of our Society, since if we were to encourage the idea of a limited service dispensary, then those pharmacists charged with making the case for maintenance of rural pharmaceutical services would have much of the ground cut from under their feet. Our claim, in opposition to the dispensing doctor, rests in part upon our ability to provide far more to the community than a dispensing capability.

Our tradition of selling a wide range of products seems a healthy factor for future viability, though after taking a stroll round the West End recently I am by no means certain that a total freedom for proprietors of pharmacies to display their wares according to taste (theirs, not mine) can be tolerated much longer. I would be ashamed to put my name — or that of our profession — to some of the premises where to my surprise I saw a sign saying "Prescriptions dispensed", and look forward to the day when our inspectors will march up to such doors, to which they will affix a large notice informing the public that the Society has deregistered

Parliamentary delegation to the Council of Europe and to the Western European Union. Mr Clarke was opposition spokesman on social services between 1974 and 1976, and opposition spokesman on Industry from 1976 to 1979.

*C&D's Parliamentary correspondent writes:* The Prime Minister's surprise decision to appoint Mr Kenneth Clarke as Health Minister produced a mixed reaction at Westminster. Most MPs welcomed Mr Clarke's elevation as well-deserved recognition for his outstanding work at the Department of Transport where he played a major part in carrying through the "privatisation" proposals, particularly in widening the opportunities for private enterprise coach operators, in one of the few areas where the

By Xrayser

the business as being below the required standard. It's all a matter of emphasis.

## Whose business?

I was pleased too that Mr Rhodes thought it wrong that anybody can open a pharmacy, saying that no other profession would allow it — and even better pleased to learn he thought the contract should be with the pharmacist. Going a step further I believe that only pharmacists should own pharmacies, but see no reason why this should automatically mean one man one shop, when you see how our legal colleagues organise their practices. There are a number of small chains now where the ownership is pharmaceutical, and where the managers have quite a decent stake, and say, in how the groups are run, which could provide a pattern for our future progress.

## Veterinary

My small veterinary department has slowed down of late, and I allow the thought "where do all the horses go in the winter?" to float through a vacant mind as I glance at the stock sheets for that department. The answer to my particular problem appears to lie in the hands of my assistant who blandly tells me she took the window display out a while ago because she had to keep going to the window for stock! So back it goes and I'll prepare to do some buying. It looks as though I have to ensure a constant display both in the window and in-store all the year round if I'm to make a success of it. Now we have seen the sun again on at least two occasions, we'll have to bring out the flea treatments too. Must have healthy fleas for the summer! ■

Government has been able to fulfill its election promise to cut back the public sector.

The chief critic of Mr Clarke's appointment is Mr Laurie Pavitt (Lab) who has suggested in a Parliamentary motion that he will be unable to match the performance of Sir George Young, a former junior Minister at the DHSS, in standing up to the tobacco lobby. ■

## Deaths

**McCay:** On March 1, Mr John Hamilton McCay, MPSNI, of 20 Westland Road, Belfast. Mr McCay, who registered in 1934, is survived by his son Brian and daughters Joan and Jennifer.



## Hayfever and vomiting treatments from Janssen

Janssen are introducing two new products on March 22 — Tinset (oxatomide) for hayfever and other allergies, and Motilium (domperidone) for nausea and vomiting in adults.

Oxatomide has a novel mode of action combining the mast cell stabilising properties of sodium cromoglycate with the receptor blocking action of antihistamines. This dual activity is said to be particularly valuable to hayfever sufferers when the pollen count is high and reduces the need for additional therapy for nasal symptoms or conjunctivitis.

Being a potent, long-lasting, partly competitive, partly non-competitive antagonist of histamine H<sub>1</sub> receptors, oxatomide is similar to cinnarizine and flunarizine. It is also a serotonin antagonist but does not have anticholinergic or antinoradrenergic effects.

Oxatomide is unique among antihistamines in blocking the spasmogenic activity of slow-reacting substance of anaphylaxis (SRS-A) released from mast cells. It inhibits mast cell histamine release by preventing changes which accompany a normal distribution of intracellular calcium ions.

In clinical trials the efficacy matched that of topical cromoglycates and topical corticosteroids. As effective as chlorpheniramine, oxatomide produced significantly less sedation, although patients should still be warned about the possibility of drowsiness and potentiation by alcohol.

Domperidone is a powerful anti-emetic which acts in two ways. Firstly, it suppresses the emetic response to toxic substances in the blood by blocking the effects of dopamine released within the chemoreceptor trigger zone. Because domperidone does not cross the blood brain barrier it is free from neurological side effects including sedation, extra-pyramidal and dystonic reactions.

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**Indications** Symptomatic control of allergic rhinitis, conjunctivitis and urticaria and other conditions responsive to drugs with antihistaminic properties. Food allergy

**Dosage** *Adults and children over 14* — 30 mg twice daily (morning and evening after meals) increasing to 60mg twice daily if required. *Children aged 5 to 14* — 15-30mg twice daily

**Precautions** Although no teratogenic effects have been seen in experimental animals, safety in pregnancy has not yet been established

**Side effects** May cause drowsiness in some patients who, if affected, should not drive or operate machinery. Avoid alcoholic drink. Increased appetite leading to weight gain has been reported occasionally in patients taking above 60mg twice daily but is rare at the recommended dosage. The effect is reversible on discontinuing treatment

**Packs** Blister pack of 25 tablets (£3.70 trade)

**Supply restrictions** Prescription only  
**Issued** March 22, 1982

### Motilium tablets and injection

**Manufacturer** Janssen Medical, division of Janssen Pharmaceutical Ltd, Janssen House, Chapel Street, Marlow, Bucks SL7 1ET

**Description** *Tablets* — small, white, film-coated marked "M/10", each containing 10mg domperidone. *Injection* — clear, colourless, aqueous solution in 2ml ampoules containing 5mg domperidone per ml

**Indications** Symptomatic relief of acute nausea and vomiting in adults, from any cause. Not recommended for children except for nausea and vomiting following cancer chemotherapy or irradiation. Not recommended for chronic administration or for routine use in post-operative vomiting

**Dosage** Adjusted according to severity and duration of symptoms. Where vomiting can be predicted, as with anticancer therapy, prophylactic administration may be helpful. *Adults* — 1-2 tablets by mouth or 1-2 ampoules by intravenous or intramuscular injection at 4-8 hourly intervals. *Children* — 0.2-0.4mg per kg by mouth or injection at 4-8 hourly intervals. Patients suffering severe emetic stimuli may require higher

doses; up to 1mg per kg has been used

**Precautions** In common with other dopamine blocking agents, Motilium raises serum prolactin but the clinical relevance has not been established. Safe use in pregnancy not established, although animal studies have not shown teratogenic effects. As with any new drug, it is not advisable to give Motilium in pregnancy

**Storage** At room temperature

**Packs** 100 tablets (£11 trade); 10 × 2ml ampoules (£3.10 trade)

**Supply restrictions** Prescription only  
**Issued** March 22, 1982 ■

## Cyclofenil for female infertility

Rehibin (cyclofenil) is chemically related to clomiphene, and recommended for treatment of infertility in the female. Both drugs increase luteinising hormone production and can induce ovulation, and both reduce prolactin levels and suppress lactation. *In vitro* studies suggest that the action of cyclofenil on prolactin levels is a direct one on the pituitary cell.

Cyclofenil does not have the strong anti-oestrogenic action of clomiphene on cervical mucus or cause multiple pregnancy or hyperstimulation syndrome. The literature suggests that in the treatment of infertility due to anovulation, cyclofenil may be better in patients with anovulatory cycles and oligomenorrhoea.

Cyclofenil is also undergoing trials for use in the treatment of scleroderma. It is suggested that the oestrogen-like structure has effects on collagen. The drug was previously marketed by Roussel as Ondonid (now withdrawn).

### Rehibin tablets

**Manufacturer** Distributed on behalf of AB Ferrosan by Thames Laboratories Ltd, Thames Building, 206 Upper Richmond Road West, London SW14 8AH

**Description** White, uncoated, scored, flat tablets with bevelled edges, each containing cyclofenil 100mg

**Indications** Treatment of infertility due to anovulation, sub-fertility due to oligo-ovulation, amenorrhoea and oligomenorrhoea

**Dosage** Recommended dosage is 100mg twice daily for at least three cycles, or if cycles are irregular, for at least three months. If this dosage does not achieve a cyclical menstrual pattern, cycles of treatment with 200mg twice a day for 10 days, separated by 20 days without



# PRESCRIPTION SPECIALITIES

treatment, should be substituted. The first of these cycles should be commenced three days after the onset of natural or progesterone-induced bleeding and the treatment should be continued for at least three months. This dosage schedule may be the method of choice for treatment of amenorrhoea. Treatment with either schedule should be discontinued as soon as pregnancy is established.

**Contraindications** Administration during pregnancy should be avoided, although no adverse effects on the foetus have been reported. Not recommended for administration to patients with pre-existing liver disease.

**Precautions** The patient should be instructed to record her basal temperature during all treatment cycles. If temperature cycles form a biphasic pattern after Rehibin therapy and menstruation does not follow, the patient should return for examination or pregnancy testing.

**Side effects** Infrequent and reversible jaundice. Nausea, hot flushes or slight abdominal pain have been reported infrequently. Cervical mucus becomes copious and thin

**Packs** 100 (£16 trade)

**Supply restrictions** Prescription only. The use of Rehibin is restricted to units treating infertility and menstrual dysfunction, and should be dispensed on prescriptions originating from these sources or from consultant practices with access to adequate laboratory facilities  
**Issued** March 1982 ■

## Roussel form new 'ethicals' company

Roussel are transferring four of their products to a new company they have formed — Cassenne Ltd.

From March 15, Euglucon, Proctofibe, Proctosedyl and Rythmodan will be marketed by Cassenne and will eventually appear in new livery packs. The company has its own sales force and will handle a new drug being introduced later this month.

Customer ordering and invoicing are unaffected by this change; orders and inquiries should continue to be sent to *Roussel Laboratories Ltd, Roussel House, Wembley, Middlesex HA9 0NF*. ■

*The company logo*



## Equivite offer

Beecham are offering a 3.25kg promotional pack of Equivite Supplement at the same price as is currently charged for the 2.25kg pack. The offer runs for a period from March 17 from the usual suppliers. *Beecham Animal Health, Beecham House, Brentford, Middlesex TW8 9BD*. ■

## Legal change

The legal category of Sterispon has been reviewed and it is now a pharmacy only product instead of GSL. *Allen & Hanburys Ltd, Horsenden House, Oldfield Lane North, Greenford, Middlesex UB6 0HB*. ■

## Discontinued

■ Uracil mustard capsules have been discontinued and stocks are now exhausted. *Upjohn Ltd, Fleming Way, Crawley, West Sussex RH10 2NJ*.

■ Alcin and Lucidril are being deleted from Reckitt & Colman's product range, and no further supplies are available. *Reckitt & Colman Pharmaceutical Division, Dansom Lane, Hull HU7 8DS*. ■

## Forceval addition

Unigreg are re-introducing the eight-sachet pack of Forceval protein. The 15g sachets have a trade price of £2.20 per pack and will be available from March 15. *Uingreg Ltd, 15 Worple Road, London SW19 4JS*. ■

## Price reduction

From March 15 the trade price of Monotrim 200mg tablets is being reduced to £8.99 for 100. The price of the 100mg tablets and the suspension is unchanged. *Duphar Laboratories Ltd, Gaters Hill, E. West End, Southampton SO3 3JD*. ■

## ENGLISH GRAINS *Strength....*

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of our sister company, British Analytical Control Limited, you may be sure that the highest standards are maintained.

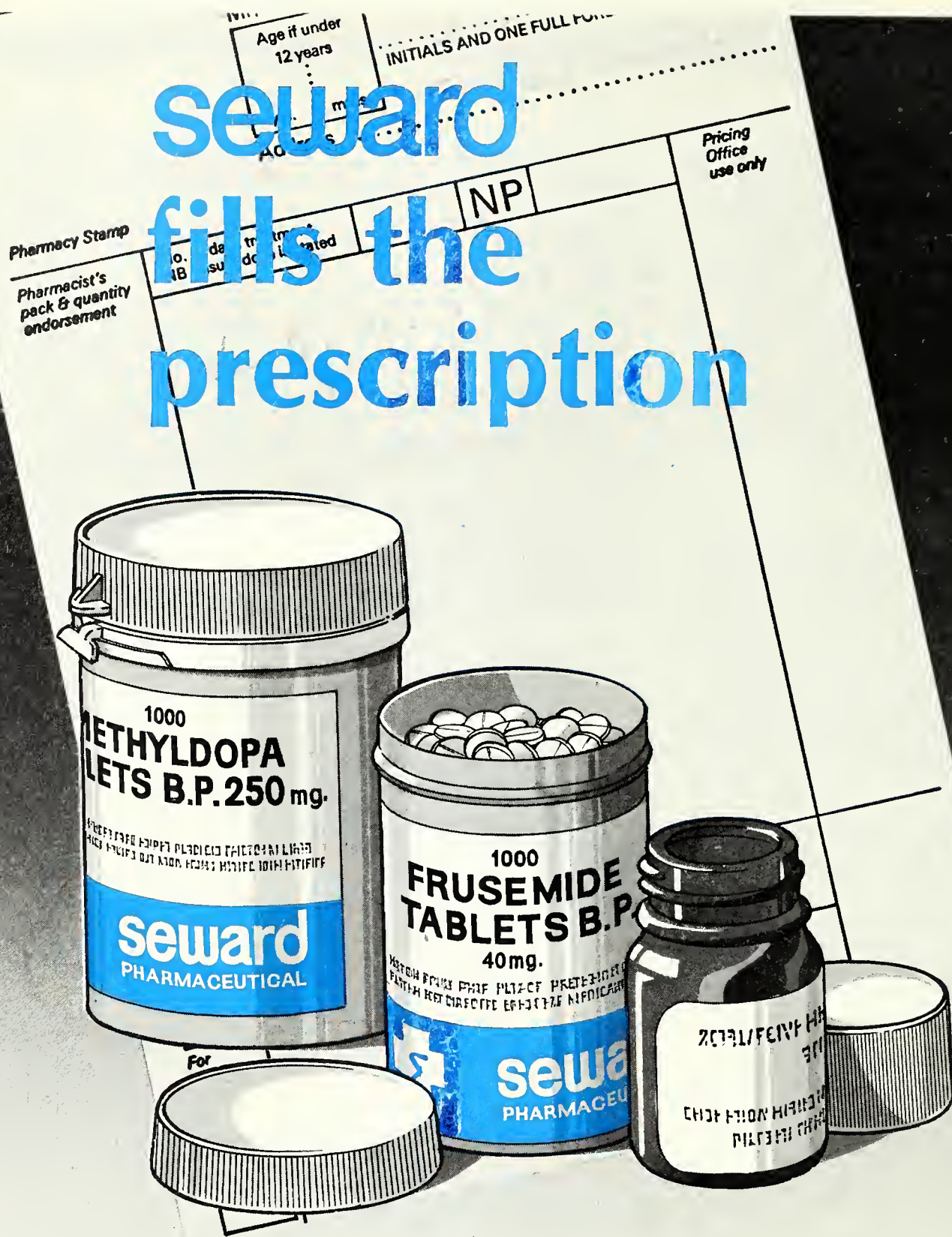
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**ENGLISH GRAINS**  
The name speaks volumes.



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## Numark's 'value of your neighbourhood' competition

Numark are introducing a "Discover the Value of your Neighbourhood" competition which will appear alongside their national promotions, running in store April 12-24 and May 10-22. The consumer competition will be aimed at children with 30 first prizes of Raleigh bicycles, 40 second prizes of wrist watches and 50 third prizes of Adidas sports holdalls. The 30 Numark chemist members serving the winning customers will each win an initialled rolled gold Parker ball point pen and pencil set.

Children have to answer six questions about their neighbourhood including the name and address of their local Numark shop, and state in not more than 100 words why the shop is important to their neighbourhood.

Numark superbuys during the period April 12-24 include Macleans 30 per cent added value packs (large and economy sizes), together with Tampax, Silvikrin hairspray 20 per cent extra value, Radox bath salts 20 per cent extra fill medium and large, Wilkinson Handy disposable razors, Steradent and Steradent Deep Clean tablets, Sure anti-perspirant aerosol 25 per cent extra free economy, Mum Rollette complete and refill, both 33 per cent extra value, Impulse, Savlon liquid antiseptic, Elastoplast plaster dressings — stretch fabric and Airstrip, Kleenex Boutique tissues, cotton wool and



Mr Pete Chappell MPS, (centre) — overall lucky draw winner in the special Beecham / Unichem promotion of last September — receives his prize of a £550 video recorder from Unichem sales manager Mr Bob Scott (right). Mr Chappell has been a Unichem member since 1957 when he took over the family business in Croft Road, Crowborough, East Sussex. Mr Vince Pender, Beecham Toiletries, special accounts manager is also pictured

cleansing pads, Pennywise, Polycolor, Polytint, Polyblonde, Polyfair, Kotex Simplicity, Kotex Sylphs, Kotex Brevia, Kotex New Freedom, Kotex Soft 'n' Sure and Kotex minis. All the items above will be advertised in the *Daily Mirror*, *Sun*, *Sunday Post*, *Woman's Weekly*, *Woman's Realm* and on Ulster television.

Other products on promotion will include Fastidia mini pads — 5 extra (15 for the price of ten), Palmolive shaving preparations and Elastoplast antiseptic. Optional extras include Feminax, Aspro Clear, KY Jelly, Lanacane, Iron Jelloids, Yeast Vite and Phyllosan. *Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wiltshire.* ■

## Tint shampoo in six shades of brown

Inecto Hint of Brown tint shampoo is a colour shampoo with a built-in conditioner created specially for "brown-heads." It is available in six shades: golden, mahogany, natural rich, just brown, sable and mink brown. The shampoo is packed in a handy-sachet (£0.25) and the colour lasts for up to three shampoos — deeper colour and longer lasting on newly permed or porous hair, says the company. *Rapidol Ltd, PO Box 685, Hanwell, London W7.* ■

## 'More feminine' ZR from Gillette

Gillette personal care division have re-packaged ZR antiperspirant in order to give the product a softer, more feminine image. The company is backing ZR with a £500,000 television advertising spend. Other promotional activities include a national coupon operation to some 6 million homes, sampling offers and editorials in the women's Press and POS material such as shelf organisers. *Gillette UK Ltd, Great West Road, Isleworth, Middlesex.* ■

## Coupon booklets

Sterling Health are running a new on-pack promotion on Baby Wet Ones. The 70- and 150-wipe packs will be banded with booklets of coupons worth a total of £1.50 and £2.00 respectively. The coupons

will be redeemable against a range of well-known baby products including Delrosa, Peaudouce babyslips, Marigold gloves, Cow & Gate baby meals and Infasoft baby shampoo.

Baby Wet Ones are being supported by further national showings of the "nappy rash blues" commercial until the end of March. There will also be an extensive campaign in the specialist baby Press. *Sterling Health, St Marks Hill, Surbiton, Surrey KT6 4PH.* ■

## 'Pinta points' with Kimberly-Clark

"Pinta-points" is a scheme which was established in 1981 by the Milk Marketing Board. Kleenex Maxi Dri and kitchen towels now feature the scheme on-pack.

The housewife has to collect six "pinta points" from special packs and give them to the milkman in return for a free pint of milk. She may also send away for a voucher to be used in-store.

Three "pinta points" are printed on each Maxi Dri pack and two on each kitchen towel pack. The send-away voucher is worth 21p. This offer will be featured on 11 million leaflets to be distributed during March and April by the Milk Marketing Board.

Also on-pack with Maxi Dri and Kleenex kitchen towels will be a supporting offer of an apron worth £1.99, made from PVC with a blue and brown flower design. *Kimberly-Clark Ltd, Larkfield, Nr Maidstone, Kent.* ■

## Naturtabs vitamins

Cantamega 2000 Naturtabs, a sustained release vitamin preparation, are now available from Cantassium. Claimed to contain 22 vitamins and vitamin factors, 11 minerals and 11 nutritional aids in a formulation free from artificial additives, the tablets cost £2.84 trade for 30 (multipack of three bottles for £13 retail also available). *Cantassium Co, 225 Putney Bridge Road, London SW15.* ■

## Photostore unit

Helitron Ltd have introduced the Photostore as an alternative to conventional photo albums. The plastic unit holds 400 prints in eight hinged, see-through compartments — keeping the photos flat and free from dust — and also contains a drawer to store negatives. The Photostore retails at between £4.95 and £5.95. *Helitron Ltd, Unit 6, Goldsmith Park Trading Estate, Woking, Surrey.* ■



## Disprin powerboat in offshore races

Reckitt & Colman's pharmaceutical division is taking Disprin into deep water this year, with the familiar sword symbol appearing on a powerboat cruiser driven by Colin Stewart — national champion in the day cruiser category for the past three seasons.

Colin and the Disprin boat will compete in all this season's main offshore races, including the London-Calais-London, the round the island and the Brighton offshore trophy. *Reckitt & Colman Products Ltd, pharmaceutical division, Dansom Lane, Hull HU8 7DS.* ■

## Buf repackaged

Riker Laboratories have repackaged their Buf skincare products. The new design co-ordinates the whole range, while retaining the orange theme of the original Buf-Puf packs. The range includes the Buf-Puf cleansing sponge (£1.29), the Buf body scrub (£2.99) and the Buf-Ped foot sponge (£1.39).

Riker are supporting the repackaging with promotion in the trade and women's Press. An initial stocking bonus of 14 for 12 is being offered on the range by the distributors, *Richards & Appleby Ltd, Gerrard Place, East Gillibrands, Skelmersdale, Lancs WN8 9SU.* ■

## Bob Martin's POS

The Bob Martin Company have introduced a vacuum-formed red plastic display for use on either counter or shelf. Further information can be obtained from wholesalers or Mrs A. Elliott, *The Bob Martin Company, 61 Hoghton Street, Southport, Merseyside.* (Tel: 0704 44202). ■

## Dylon for polyester fabrics

Dylon have launched what they claim is the first successful home dye for polyester fabrics. The liquid dye is suitable for use in automatic washing machines.

Dylon polyester dye (£1.70 + VAT) is available in six colours — apricot, bluebell, apple, rose, lilac and lemon — and is packed in 75ml clear PVC bottles, which come shrink-wrapped in half dozens. To mark the launch a three-dozen

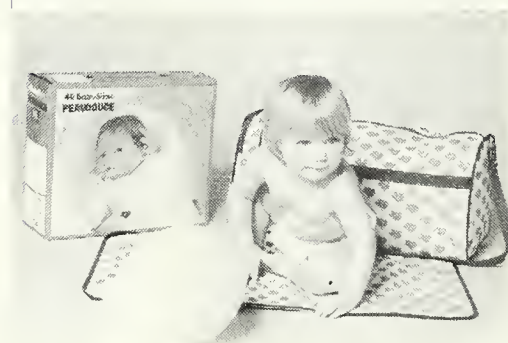


display box containing six packs of each colour with supporting leaflets will be available. One bottle is sufficient to dye up to 1kg of dry weight material, says the company. *Dylon International Ltd, Worsley Bridge Road, Lower Sydenham, London SE6 5HD.* ■

## Listermint campaign to start in April

Listermint antiseptic mouthwash has been relaunched in PVC bottles, in 250ml (£0.79) and 500ml (£1.39) sizes. The bottles keep their distinctive shape but are larger than the previous glass containers.

A £600,000 television and radio advertising campaign for the brand starts in April. An updated version of an earlier commercial will be screened in major sales areas. Listermint will also be promoted on Radio Luxembourg and London's Capital Radio. *Warner-Lambert Health Care Division, Eastleigh, Hants SO5 4QD.* ■



*A 'Peadouce baby' with free changing mat and baby change bag will be available to mothers who give birth on Mothers' Day. To qualify for the gift, including a sample pack of nappies, a photocopy of the birth certificate or details of the birth must be sent to Peadouce (UK) Ltd, 827 High Road, London N12*

*The Tudor Photographic Group recently asked twelve of their dealers to leave the country as winners of the Tudorcolor '81, grand holiday draw — five pharmacists were among the winners. Mr Hart of Rexone Ltd, Cowley, Oxford won one of two first prizes of a ten-day holiday for two in the US (sixth from left). Mr R.J. Dean of Dean & Smedley Ltd, Burton-on-Trent (third from left) and Mr V.K.G. Hindocha, of Kemi Stores, 198 Fulham Road, London W6 (fourth from right) were among four second prize winners of an eight-day holiday for two in Sorrento, Italy. Two of the six third prizes of a long weekend for two in Paris went to Mr T.D. Tobias (of Dales Chemists, London W2) (presented to his wife, third from left) and Mr J. Kirby of Johns & Kelynack, Welwyn Garden City, Herts (third from right).*

## ON TV NEXT WEEK

Ln	London	WW	Wales & West	We	Westward
M	Midlands	So	South	B	Border
Lc	Lancs	NE	North-east	G	Grampian
Y	Yorkshire	A	Anglia	E	Eireann
Sc	Scotland	U	Ulster	CI	Channel Is

Anadin:	All areas
Bic biro & Bic razor:	Ln, M, Lc, WW
Colgate Dental Cream:	All except E
Cosifit:	All areas
Impulse body spray:	All areas
Oil of Ulay:	All except E, CI
Unichem baby products:	All areas



Relaxing though our products may be, we've never relaxed our grip on the market place.

#### **£500,000 TV Campaign**

To reinforce our number one position, we're spending over £500,000 on a national TV campaign for Radox Salts and Radox Herbal Bath—starting in March.

So you'll see lots of Radox pouring out

on the box. And lots of Radox customers pouring through your doors.

#### **20% more for your customers' money**

Our special promotional packs contain 20% extra Radox for exactly the same price. (And for the first time ever we'll also be introducing 20% extra packs of Radox Showerfresh.)

They'll be on the market from March —

and they'll strengthen our number one position even further.

The competition's going to look pretty small by comparison. Not to mention their sales.

So if you want to be sure of maximum profits, stock up well with Radox Salts and Radox Herbal Bath—the brand leaders who support themselves and trade profits.

Nicholas

**NICHOLAS N°1 AT BATHTIME.**



**20% MORE  
IN THE PACKS.  
£500,000 MORE  
ON THE BOX.**



# LAST YEAR WE GO IN THE SUNCARE WE'RE GOING TO

## Sunbathing to save your skin

UNDERSTANDING THE RISKS OF TANNING.

by Nivea.

**M**OST OF us, sometime in the summer, will stretch out to enjoy the benefits of the sun's rays.

In the right amounts, sunshine is both enjoyable and healthy. It stimulates both the body's production of Vitamin D, and the blood circulation, just as it helps certain skin conditions.

In short, it helps both body and mind to relax.

But take too much sunshine, and the consequences are both painful and damaging. Eventually the skin loses its elasticity and becomes leathery. This is why the Red Indian woman shown looks almost twice her age, simply because she has always worked and lived in the sun.

Too much sun also weakens the body's natural defences, and in extreme cases, it even introduces the threat of skin cancer.



SHE LOOKS 80. BUT HALVE IT AND YOU'RE NEARER THE TRUTH.

Whenever we are in the sun, both visible and invisible rays penetrate our skin's surface to strike living cells. With excessive exposure the cells undergo a chemical change, becoming poisonous and irritating surrounding tissue. At the same time the small surface blood vessels swell and cause further irritation.

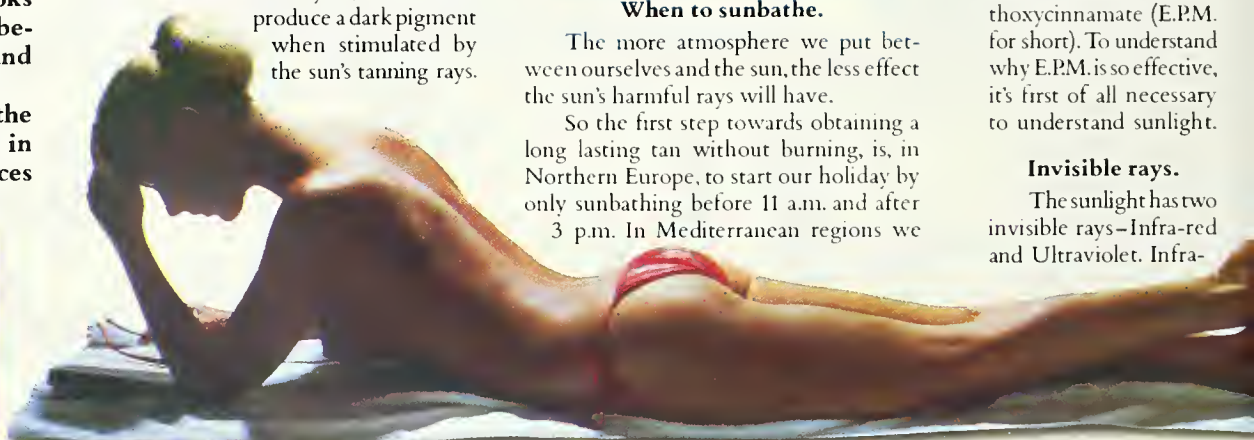
We feel both these effects as red, painful sunburn. But before our skin goes red or becomes painful, we get a slight tingling sensation. This is our skin telling us to get out of the sun.

If we don't, we receive an overdose of sunlight, and permanent injury is done to the body's cells. Their reproduction process is damaged, the effect of which is slowly, but surely, to hasten the ageing of the skin. Or, worse, these defective cells can multiply and cause skin cancer.

But we do have a defence system against the sun's rays. We call it tanning.

### The tanning process.

The surface of the skin is made up of flattened dead protective cells. Underneath this are melanocytes, cells which produce a dark pigment when stimulated by the sun's tanning rays.



YOU'VE FOUND A SUNTRAP. THE SUN'S FOUND A VICTIM.

As the rays strike the melanocytes, so they produce more and more pigment, creating an increasingly dark tan.

Our 'tan' is simply our skin's way of defending itself against the sun's dangerous rays. But it's not our only protection.

### Peeling.

Another defence mechanism lies in the thickening of the dead surface layer. Normally when it thickens, it also hardens. But by using Nivea Sun, the moisturiser it contains keeps this layer soft and smooth as it thickens to play its protective role.

However, if we take too much sun or try to 'rush' a tan, the skin speeds up its normal shedding, and the dead or damaged cells will 'peel' away.

To avoid peeling, we need to know how to approach the sun sensibly.



### When to sunbathe.

The more atmosphere we put between ourselves and the sun, the less effect the sun's harmful rays will have.

So the first step towards obtaining a long lasting tan without burning, is, in Northern Europe, to start our holiday by only sunbathing before 11 a.m. and after 3 p.m. In Mediterranean regions we

preparation for the stronger. Nowadays this doesn't happen of our indoor lifestyle. And our bodies to cope when we're out to our sun's (or worse, the moon's) rays.

This can cause considerable damage, especially for fair-skinned people. The lighter our skin, the more care we should go about getting a tan.

Most of us, quite sensible, take care by using suntan lotions. It's important to take it slowly, and it's important, to use a sunscreen that works.

Nivea Sun products contain a particularly effective sunscreen that's called Ethylhexyl-P-Methoxycinnamate (E.P.M. for short). To understand why E.P.M. is so effective, it's first of all necessary to understand sunlight.

### Invisible rays.

The sunlight has two invisible rays—Infra-red and Ultraviolet. Infra-

red rays are simply heat rays. They make things hot.

Ultraviolet (UV) rays, on the other hand, are a completely different matter. They are powerful enough to damage tissue. Luckily most of the sun's rays are filtered out by the atmosphere.

Even so, there are two types of rays that do get through. Short wave rays that burn us, and longer wave rays that tan us. This important distinction means we don't have to burn to get a tan. So it's worth taking care.

The reason E.P.M. is so

should start our holiday by only sunbathing before 10 a.m. and after 4 p.m.

(People living in the tropics learned centuries ago to avoid the midday sun, leaving it to mad dogs and us.)

### Indoor life.

As we can see, our defence system against the sun's rays is a truly remarkable process. And until this century it was also a truly effective one.

For, when we were outdoor workers, our skin used to adapt gradually during spring, becoming darker and harder in



# TO NUMBER TWO MARKET. THIS YEAR START ADVERTISING.

that it is selective about the rays it blocks.

Unlike those sunscreens which block all the rays, E.P.M. blocks only the burning rays, while it lets the tanning rays through.

So with carefully regulated exposure, and by using Nivea's Sun Protection Factor System, (Sun Protection Factor 2 means you can stay in the sun twice as long as you could if unprotected, Sun Protection Factor 3 allows you 3 times as long, and so on), Nivea Sun allows you to obtain a *natural* and long lasting tan.

Now Nivea may not be the only people to use E.P.M. in a sun-tan lotion.

Nor are they the only people to use a moisturiser (though its speciality is that it is a Nivea moisturiser). But some other sun-tan lotions are far more expensive. Maybe they think "We must be good, look how expensive we are."



BEWARE CHEAP SUNGLASSES.

cerned should take extra care and, if in doubt, seek their doctor's advice.

And it's interesting to note that some hotels in sunny climates have stopped supplying deodorant soaps because of the danger of skin reactions.

Yet it's not only a matter of saving our skin. Those of us who wear sunglasses should beware of using cheap pairs. Their dark lenses screen out visible light, causing our pupils to open wide. But if the glasses don't also screen out the invisible UV rays (and many don't), then these can damage the lenses of our eyes.

Water is no friend either. It reflects light, so increasing the amount of UV rays that penetrate our skin, while those rays that aren't reflected, penetrate to surprising depths. The chances of burning are also increased because swimming washes off almost every type of sun-tan lotion.

We say 'almost every' because the Nivea Sun range includes a water-resistant lotion. It's ideal for those who keep taking dips and for those who like to sunbathe while snorkeling or floating.

And remember at the end of the day that Nivea After Sun, which contains a healing agent called allantoin, will soothe as well as moisturise your skin.

If you take it wisely, sunlight can make you feel good. And if you use the Nivea Sun range, it can make your skin feel good too. For apart from providing protection, Nivea Sun's moisturising qualities will care for your skin—so it looks tanned and healthy, but feels soft and silky.

And having achieved your basic tan, you can move on to Nivea Sun's new Tropical Oil for fast, exotic tanning.

Using Nivea Sun to keep your skin lovely is good advice. But the best advice is also to use common sense. Because in the end, the skin you save will be your own.



K BROWN.

FEEL COOL.

All we at Nivea do know is that our prices are fair to us, and fair to you. Making Nivea Sun increasingly popular.

## Hidden dangers.

But, effective as Nivea Sun is, there are many hidden dangers to be aware of.

For example, it is known that cosmetics, perfumes, colognes and deodorants containing ingredients such as bergamot, lime and some essential oils, can cause skin irritation and rashes resembling sunburn when worn in the sun.

Certain medicines as well as the contraceptive pill can sometimes cause skin problems for sunbathers. Those con-



A Smith+Nephew product

NIVEA SUN

Take a tried and trusted sun-tan lotion that's number two\* in the market.

Repackage it for style and impact.

Add two new products—a water-resistant lotion and an exotic Tropical Oil.

Put it all in a free two-tier display.

Back the relaunch with a huge 3 month national women's press campaign.

Make the ad. completely authoritative as well as fascinatingly informative.

Suddenly it's not number two any more. Take our advice. Be prepared.



## COUNTERPOINTS

### 'Rusky' business, Emu in Farley promotion

The giant "bird star" Emu caused panic in the packing lines at Farley's Plymouth factory recently, when he appeared with his keeper, Rod Hull, to supervise the baking of a giant rusk. True to form, he ran amok among the staff and almost brought production to a halt.

The occasion of his visit was the start of a national promotion for Farley's



Rusks that will raise money for the National Society for the Prevention of

Cruelty to Children, and that features Rod Hull, Emu and the giant rusk Farley's have baked for him. The promotion which will be on pack from now until the end of June, is in the form of a competition, entries for which must be accompanied by three tokens cut from the pack, and for each token received Farley's will donate 2½p to the charity. The prizes are 50 Capital Break holidays in London and a chance to go to Emu's Tea Party at the London Zoo, plus 100 runner-up prizes of Emu puppets. *Farley Health Products Ltd, Torr Lane, Plymouth.* ■

### Boost for Savlon

Care Laboratories are putting £1¼m behind the Savlon brand in their biggest campaign yet. The campaign, which concentrates on Savlon's unique antiseptic formula, aims to ensure that housewives recognise Savlon's usefulness around the house as well as in traditional first aid situations.

In support of this strategy the label has been re-designed to include the product description "Savlon — antiseptic disinfectant", this change also providing the opportunity to add the EAN bar code to the packs.

A 30-second television commercial featuring Savlon liquid is currently on the screens, and this will be supported by national Press promotion showing the cream and Savlon Dry, the recently launched first aid spray. *Care Laboratories Ltd, Badminton Court, Amersham, Bucks.* ■

## Metatone<sup>\*</sup> Tonic

-part of the family



**PARKE-DAVIS**

part of the Warner-Lambert Group

**good products for you and your customers**

**Active Ingredients:** Vitamin B<sub>1</sub>, Ph Eur, Calcium glycerophosphate, Potassium glycerophosphate, Sodium glycerophosphate, Manganese glycerophosphate.

Parke-Davis & Co., Usk Road, Pontypool, Gwent NP4 0YH.

Further information and data sheet available on request. \*Trade mark R81056

### Crunch n' Slim on TV

Crookes Products' Crunch n' Slim range of slimmers meals (RRP £1.89) is now available in colour-coded packs which differentiate between the three flavour variants. The range is to be supported by a national television campaign running from the end of March until the middle of June. The company has also introduced a dump-bin, shown in part here, available to those stockists able to sell the packs at less than £1.80. *Crookes Products Ltd, PO Box 94, 1 Thane Road West, Nottingham NG2 3AA.* ■





## COUNTERPOINTS

### Revamped packs for Virol products

Virol vitamin supplement and Virol malt rusks have been repackaged. The redesigned Virol logo reflects the natural barley origins of malt extract and a new symbol represents the brand "caring for the family" since 1895, when it was first launched.

Pat Wiles, Virol brand manager, says: "We believe that this relaunch and the increased activity we propose putting behind the brand, particularly below the line, will greatly increase awareness levels especially among new mothers, who are our main target group. The excellent response we have had to our booklet, 'Good food for a healthy start', which is just about to go into first reprint, bears this out." *Optrex Ltd, Optrex House, Jays Close, Basingstoke, Hants RG22 4LT.* ■



### For damaged hair

The Daniel Galvin range for overworked hair, previously available only from Harrods, will be marketed nationally in April.

The range consists of a shampoo (200ml, £2.35), conditioner (200ml, £3.95), protein treatment pack (28g, £1.70), avocado wax (145ml tube, £2.50), a once a month treatment for damaged or processed hair, and Sunshield (145ml tube, £2.35), a cream to protect and treat hair in the sun. *Norton of London Ltd, 155 Merton Road, London SW18.* ■

### Creative colours

Creative Colours is the Spring offering from Miners and introduces new shades for eyes, lips and cheeks, which can give a "bizarre, beautiful and very arty" look, says the company. Creative Colours has

been put together in two kits — patchwork pinks and chequerwork corals — containing a cream blusher, very pearly eyeshadow and lipshiner. Each kit (£2.65) comes complete with a slimline mirror and double-ended applicator.

To complement this, three shades of In Condition mascara have been introduced in black, browny-black and purple (£0.95 each). The lengthening formula resists running and flaking, yet is simple to remove, say the company. *Gala Cosmetics & Fragrances Ltd, PO Box 3, Frances Avenue, West Howe, Bournemouth.* ■

### Cetavlon PC

The Cetavlon repackaging referred to in *C&D*, February 20 was Cetavlon PC. The 125ml bottle is now available in a printed carton with a tamper-evident tear strip at an unchanged price. *ICI Pharmaceuticals Division, Alderley Park, Macclesfield, Cheshire.* ■

## IT COMFORTS THE KIDDIES



### Benylin<sup>\*</sup> Paediatric

specially formulated to treat coughs in children up to 12 years, with a pleasant and very acceptable raspberry flavour. Most parents know how well Benylin Paediatric does its job, and when you recommend it you'll be giving them a good night's rest as well as the child.

### PARKE-DAVIS

part of the Warner-Lambert Group  
good products for you  
and your customers.

Active Ingredients: Diphenhydramine Hydrochloride B.P.  
Sodium Citrate Ph Eur; Menthol B.P. Product Licence: 0018/0067  
Parke-Davis & Co., Pontypool, Gwent NP4 0YH  
Further information and data sheet available on request.

\*Trade mark R82156



# THE FIRST P TO LINE YOU



There's money just waiting to be made from panty liners.

---

In West Germany usage is 11 times greater than here, in Holland it's 10 times greater and in France it's 6 times greater.

---

So in Britain there's a huge source of profit that's just waiting to be taken advantage of.

---

New Kotex Dayfresh are your opportunity to do just that.



# PANTY LINER POCKETS.



★ Regd Trademarks Kimberly-Clark Corp.

Dayfresh are the best panty liners you can buy. They outperform the leading brand on softness, comfort and discretion.

And we're supporting them with £520,000 in National Advertising, promotion and money-off coupons.

So make sure you have plenty of Dayfresh on your shelves. They're the biggest little thing to hit the sanpro market in years.



# A baby with infant colic needs more than a drop of bubbly

Most remedies for infant colic and griping pains work on the same principle. Dose a baby with an effervescent solution to literally blow the wind out.

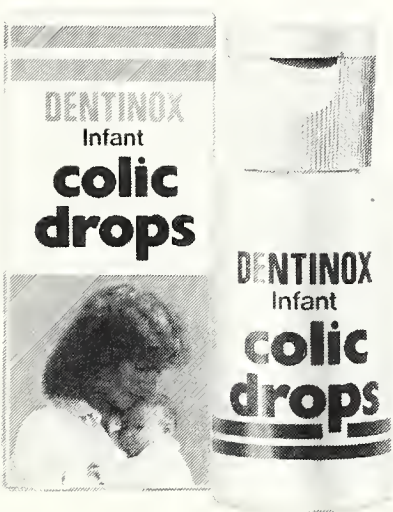
Effective, maybe, but rather drastic.

Surely if a baby's tummy is distended with wind, it is preferable to disperse the pressure, not increase it.

Dentinox Infant Colic Drops does just that. The active ingredient, dimethicone actually breaks down the bubbles of accumulated ingested air. Safely, gently and quickly. Yet only 1/2ml is needed at every feed to avoid the

misery colic and griping pains can bring.

Next time a mother asks for your advice on colic or griping pains, suggest she keeps the bubbly for a celebration. And recommend Dentinox Colic Drops.



Dentinox Infant Colic Drops

Gently relieves babies' wind  
and griping pains.





# COUNTERPOINTS

## Prevention not cure in suntanning

Prevention is possible, cure is not, was the message from Professor Dr Franz Greiter in a recent "skin-in-the-sun" seminar held by Piz Buin. Some of the points he made may help assistants to sell out sun products.

Although a tan is an expression of good health, and a "dose" of sun of psychological benefit, there are dangers, such as over exposure, damage to elastic fibres in the skin and allergic reactions to certain foods and drugs, of which people are either unwary or ignorant.

Ultraviolet radiation is responsible for the tanning of the skin. Type-b UV radiation penetrates the skin and induces deep lying cells, melanocytes, to produce melanin. This pigment permeates to the surface and acts as a protective shield by transforming the radiation into thermal energy. The tanning action is always preceded by a slight reddening of the skin, erythema.

Type-a UV radiation causes slight direct tanning (of a few hours duration) by oxidation of melanin already present. UVA penetrates deeper into the dermis and damages the elastic fibres, which can lead to premature ageing of the skin. It is also responsible for most skin allergies induced by sunlight. Certain drugs (eg coumarin), and foods and plants with photosensitive components, can be the cause for light-induced allergies.

The amount of UV radiation required to produce the minimally perceptible redness of the skin is termed the minimal erythema dose (MED). The time that passes until the appearance of this slight reddening is known as the natural protection time of the skin.

## Skin types

The tanning ability of an individual is genetically predetermined. Professor Greiter, who developed the Piz Buin range, differentiates four skin types:-

Type	Sensitivity	% of people (white)	Skin's natural protection time
1	ultra	2	5-10 mins
2	very	12	10-20 mins
3	average	78	20-30 mins
4	less	8	about 40 mins

To avoid damage to the skin, effective sun protection must be used. As people's sensitivity differs a variety of products are necessary. The basic idea of a sun protection factor is not to prevent

tanning, but to allow it under safe conditions, and to serve as a guide for the protective properties the consumer can expect. It indicates by how many times safe exposure in the sun can be prolonged.

Professor Greiter has himself pioneered a method for determining SPF, involving a well-defined standard and taking into consideration layer thickness of the product, design of the test area, light source and sun conditions, swimming and sweating tests and the correct reading of erythema reactions. (Although this standard exists it is not universally adopted and SPF values indicated on some packages may not offer the protection they claim. Professor Greiter hopes agreement on a definition will be reached at the next International Congress of Dermatology in Tokyo in May.)

Piz Buin products, in addition to a specific SPF, also contain a broad-spectrum sunscreen which filters out UVA and UVB; they are also water resistant, giving protection during swimming, the company says. The products are hypo-allergenic, and SPF 6 is an NHS borderline prescription item.

## Tan accelerators

Professor Greiter also gave a warning about tan accelerators, saying that studies have shown they may cause increased risk of cancer. The incorporation of photosensitising agents to accelerate the normal tanning response of the skin may result in unpredictable response of the melanocytes, producing irregular, splotchy hyperpigmentation.

Apart from a range of protective products Piz Buin also have an after sun range and a self tan cream and balm. The latter works by causing an oxidation process in the horny layer of the skin to give a colour looking like a natural tan. ■

## Summer shirts by mail order

Hawaiian Tropic are launching a Rainbow collection of sports shirts and summer wear in April, available by mail order only via leaflets displayed at POS in chemists and department stores.

The "T" shirts come in two styles — short sleeved at £2.95 and sleeveless at £3.25. A sweatshirt at £7.25 complete the collection (all prices include postage and packing). *Unicliffe Ltd, 5 Trident Way, International Trading Estate, Brent Road, Southall, Middlesex UB2 5LF.* ■

## The Profit Makers for Pharmacy

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## MELTUS

The most popular, safe and effective cough treatment for quick repeat sales.

## DOUBLE ACTION

Controls and soothes coughs, and loosens catarrh.

Confident counter prescribing with Cupal Write for bonus details

This is a G.S.L. Product

Each 5 ml spoonful of Adult Meltus contains:  
Guaiphenesin B.P.C. 25.0 mg  
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Sucrose B.P. 1.75 g  
Purified Honey B.P. 0.5 g

**CUPAL Ltd**

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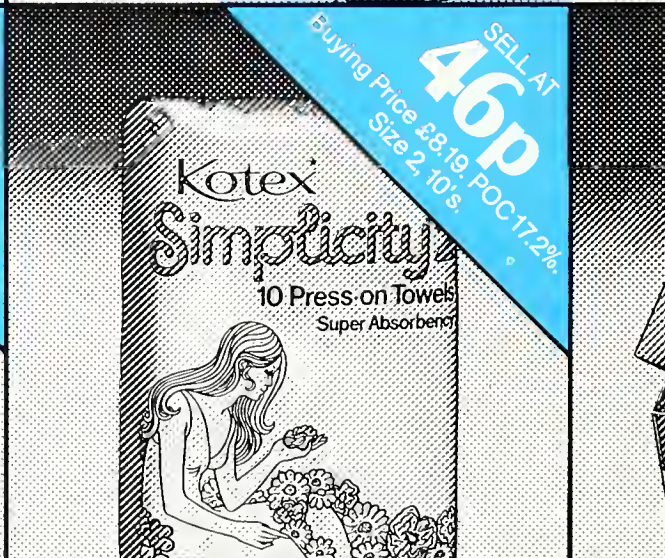
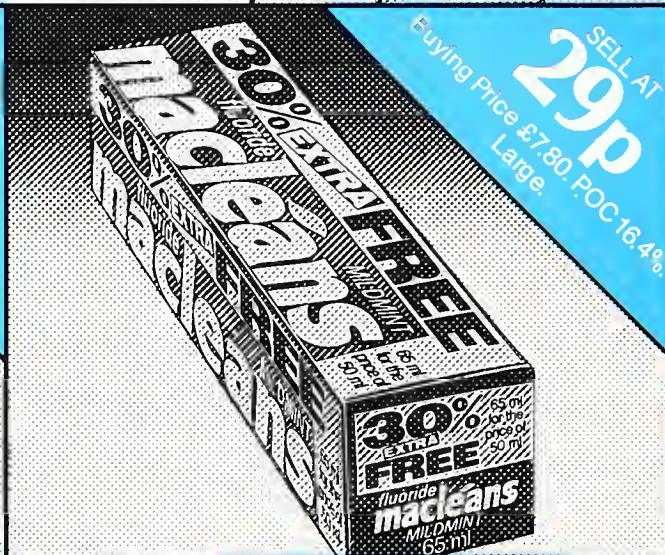


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It makes good business sense to join Numark Chemists.

Our really low buying prices mean that you can offer competitive consumer prices without cutting deeply into your profit margins.

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Fiesta 1.1L  
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in the  
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PRICES FOR  
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YOUR CUSTOMERS.



SELL AT  
60p  
Buying Price £2.59. POC 20.8%



SELL AT  
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Buying Price £6.41. POC 30.2%



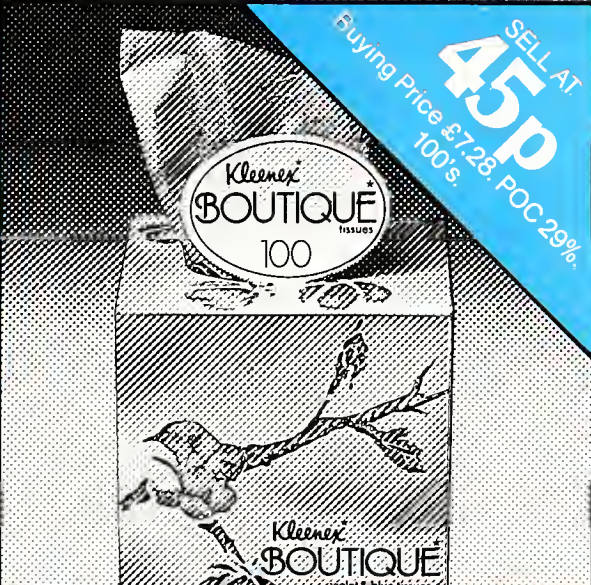
SELL AT  
77p  
Buying Price £6.49. POC 23.8%



SELL AT  
79p  
Buying Price £3.44. POC 19.8%



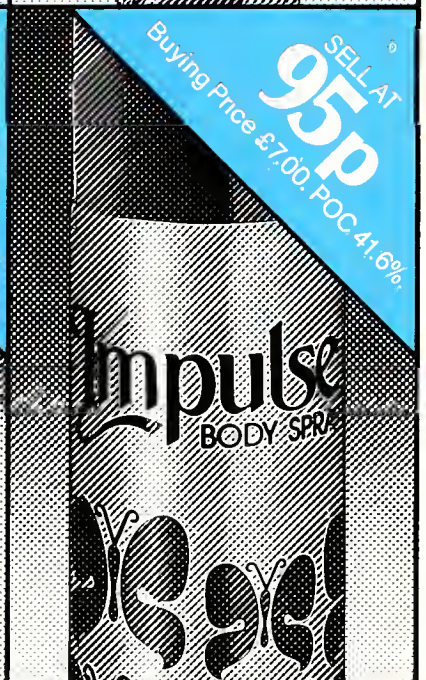
SELL AT  
55p  
Buying Price £4.45. POC 28.9%



SELL AT  
45p  
Buying Price £7.28. POC 29%



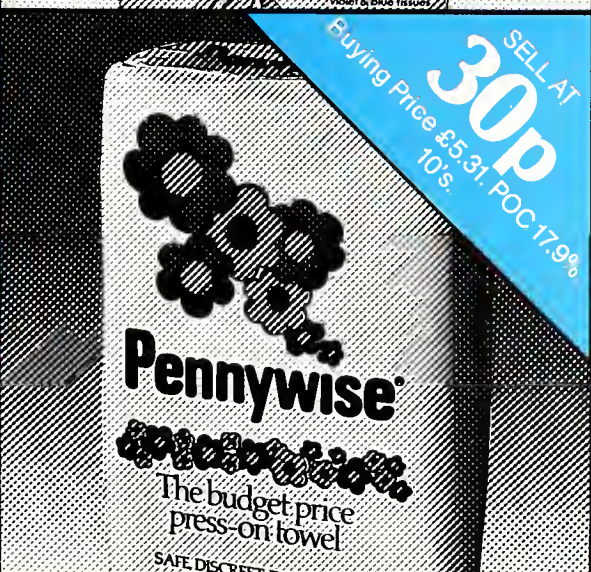
SELL AT  
56p  
Buying Price £9.70. POC 20.5%



SELL AT  
95p  
Buying Price £7.00. POC 41.6%



SELL AT  
59p  
Buying Price £4.79. POC 28.5%



SELL AT  
30p  
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Buying price is Numark Chemist price per pack excl. VAT.  
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# There are more ways to lose weight than just eating Energen crispbread.



As you can see, there's more to Energen than just crispbreads.

Ask your Sangers Agencies' representative to show you our full range-and remember-Spring is the peak selling time for Energen products. **Energen**

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by a proprietor pharmacist in North London

## Recession hits trade — and doctors hit scripts

In my fifteen years in business 1981 has been easily the worst. The recession bit deeply into my sales of luxury items — expensive perfumes, men's toiletries, good quality soaps; all have dropped off to almost nothing during the year. Christmas was little short of a disaster, doubtless a combination of the economic situation and the snow. Even the cutting down to half price of my unsold sets produced almost no interest.

The prescription side of the business has also suffered badly due to factors quite outside my control. First the local surgery decided to institute a different scheme for dealing with repeat prescriptions. In the past patients have phoned the surgery for repeats, which they then picked up 24 hours later. The receptionists found that this system caused them to have a large number of incoming phone calls when they were trying to deal with the morning surgery, so patients are now requested to write for their repeats. As I am the nearest pharmacy to the surgery the former system suited me much better. Prescriptions arriving in the post tend to be dispensed in the High Street when women do their shopping. Good for Boots — not so good for me.

### 30-, 90-, 180-day scripts

The second blow was a decision by the practice to lessen its workload by issuing repeats for 90 days instead of 30 as previously. I get fewer (though much more expensive) prescriptions. But I find that unless I have the full quantity, patients are not always willing to leave prescriptions — after all if two journeys have to be made they might as well go to the High Street. The decision to increase the quantity on repeat prescriptions stems partly from a desire to lessen the workload and partly to lessen the effects of the prescription levy — to which my doctors are violently opposed. And as recently I have once or twice seen the figure 180 in the little box at the top I can imagine this could get worse. My experience here makes me very opposed to having my remuneration quite independent of the value of my prescriptions and my stock levels.

The third factor which affects my prescription turnover came to light when I inquired of the practice whether they would be using 'flu vaccine this winter, and did they require their usual supply? They had discovered that they made more

money by dispensing the vaccine themselves and so were not requiring any this year. Not only that, but they were also dispensing their own Cytamen, penicillin, Depo-Provera, Modecate and the various other injections which I had been supplying on FPIOs for years.

Trying to salvage something out of this disaster, I asked if they would like me to supply the drugs to them. However, it seems their source of supply is the pharmacy of the local teaching hospital, which I am told is prepared to offer at contract rates, well below the wholesale prices — which, of course, I could not meet. And as the hospital gives a daily delivery the doctors are delighted with the arrangement. So they should be, for when I want anything from the same hospital (which supplies specialities to local pharmacies), I have to wait several days till they get round to packing and posting the order!

### Whose headache?

A young lady came in a few days ago with a yellow hospital FP10. When I dispensed the prescription she asked me if I could help her. She showed me a paper bag with a few yellow tablets. The bag had "One when necessary for headache" written on it. The bag had been given to her by a doctor at the same hospital and she was concerned about taking drugs of whose identity she was unaware. The tablets were obviously diazepam. The patient, who was unhappy at being given a tranquilliser instead of the pain reliever she was expecting, said that she had been given the tablets this way to save her paying £1.

Over the years I have had some odd prescriptions from doctors (and some even odder ones from their receptionists). My favourite was one which called for "Biotex" 2 qds. Feeling that he might have wanted Biotexin, which had been discontinued a mere ten years earlier, I rang to inquire exactly what was required. It seems that the patient (whose native tongue was not English), had asked for this drug and refused to take no for an answer. The doctor had written it down and asked me if I would sort it out and endorse accordingly. It transpired that the patient wanted antibiotics which she had had before — they were red and black capsules.

A recent occurrence, I thought even more amusing. A customer had tried all sorts of drugs for her headache —

Veganin, Migralve etc from me, and a number of things from her doctor. She asked me to give her something new as all these standard things didn't seem to help. I recalled the good old days of the pink aspirin, which often wrought miracles. However, I gave her some aspirin and codeine and so felt she was getting something special labelled them "aspirin and DMM tablets" (DMM standing for dimethyl morphine), and gave her the usual warning against taking too many as they were very special. Imagine my surprise when she came in a week later with a prescription for "100 DMM and aspirin tablets." I wonder how the pricing bureau will cope with that one! ■

## Additions to list of lens solutions

The following were omitted from the table of contact lens solutions published in the recent *C&D* Eyecare feature (December 5, 1981, p1058).

### For hard and gas permeable

#### Cleaning and wetting

Kelvinol (Kelvin)

#### Soaking

Kelsoak (Kelvin)

### For soft lenses

#### Cleaning

Hydron 2 cleaning solution (Hydron Europe) Mediclean (Kelvin)

#### Rinsing, disinfecting and storing

Hydron 3 soaking solution (Hydron Europe) Medisoak (Kelvin)

#### For use in heat disinfection

Hydron Solusal preservative — free saline in aerosol form — also for rinsing (Hydron Europe)

Hydron saline preparation pack of salt tablets and mixing bottle (Hydron Europe)

Eventemp mini electricity-operated dry heat disinfector (Hydron Europe)

#### Others

Hydron I comfort solution (Hydron Europe)

#### Addresses

Hydron Europe Ltd, Hawley Lane, Farnborough, Hants GU14 8EQ.  
Kelvin Lenses Ltd, Kelvin House, Manchester Road, Denton, Manchester M34 2AH (also wholesale other lens solutions and accessories). ■



**10**  
BABIES'  
BRUSH

**20**  
CHILDREN'S  
BRUSH.

**30**  
YOUNG PERSONS'  
BRUSH



**The  
that's recom**

The professional design of Oral-B toothbrushes hasn't just made them a favourite with dentists and their patients. It has also made them a favourite with the trade.

On their dentist's advice, people are unwilling to settle for anything less than an Oral-B — even though the

professional design makes our products more expensive. This means that your profit margins are higher.

Because their dentist tells them to change their brush regularly, your turnover is greater.

And because of the growing concern about oral hygiene, more





**ange  
nended by the family dentist.**

and more people are being converted to Oral-B. Our '35', for example, has shown a 20% increase in volume each year for the last three years. There can't be many other products which can claim that.

For further details of our range, point of sale material and merchan-

disers, just contact Cooper Health Products Ltd. at the address below.

Hundreds of thousands of people are benefiting from our experience. Why shouldn't you profit from it, too?

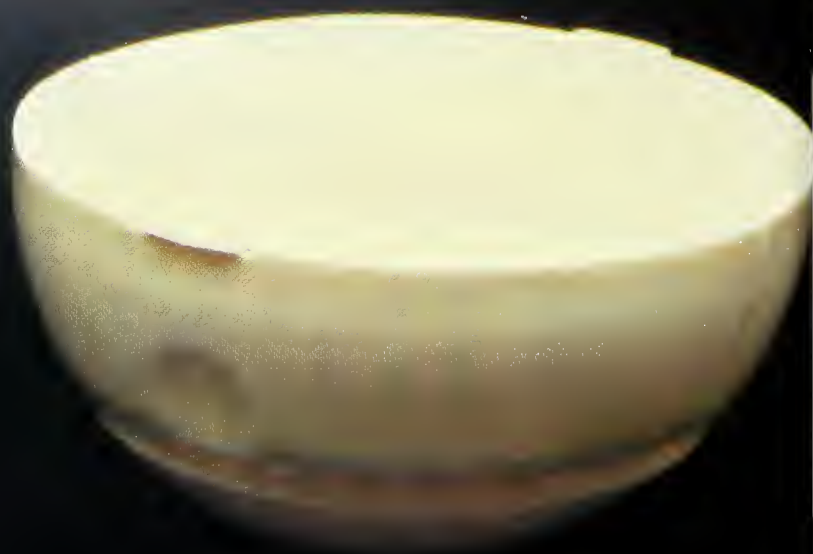
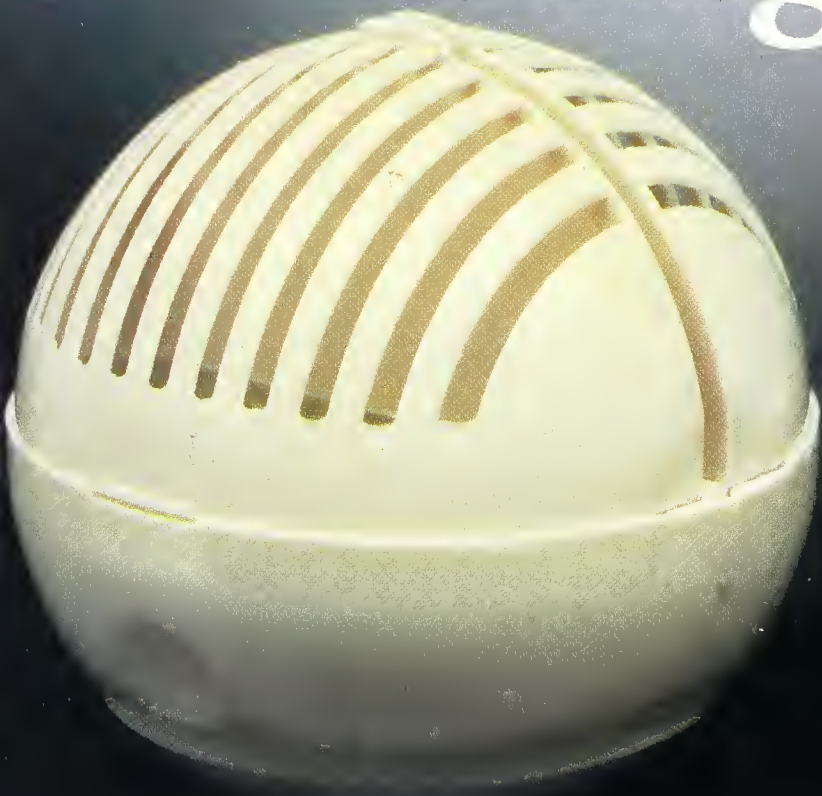
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# The open and shut case for stocking New Airbal.



**Our new £800,000 National TV Campaign is going to open a lot of eyes.**

Your first sight of our striking 30 second commercials will be in the Spring.

After six weeks, we'll be taking a short breather, but we'll be back again in the Autumn.

Airbal's new design, new natural fragrances, and new packaging play an important part in our advertising.

Play your part, by stocking new Airbal, and you'll reap handsome rewards in the months to come.



**We've shut out your one major problem, by cutting our packs in half.**

With our advertising all set to bring the house down, our re-designed range could hardly be more timely.

New half size packs, for instance, mean you can now put twice as many Airbal on your shelves. There are 2 new fragrances, too, based on natural ingredients (Flower Fantasy and Apple Blossom), in addition to our already successful Tobacco Clear, and Original.

If ever there was an opportunity to make money out of fresh air, this is it.

***Air\*bal* Open it up.**



## Chemists hold stake in a grocery market

Air fresheners represent a market of proliferating products, price-sensitive, grocery orientated — yet one in which the chemist has a significant stake which manufacturers see as on the increase.

The total market value in 1981 appears to have been around £28m, to which can be added another quarter if carpet fresheners are included. The major division is into aerosols, said by some to be stagnant but by others to be growing at some 6-7 per cent in volume, and slow release, "reputed to be the fastest growing non-food grocery market over the past few years" — and fortunately the sector in which the chemist has the strongest interest. Although still around, the liquid "wick" products no longer figure in the statistical picture.

### Three sectors

Already technological advances have produced three distinct sectors among the slow-release formulations. First there were the now "traditional" solids (eg Airwick Solid, Airbal, Glade, Bayfresh); these account for just under 40 per cent of the solids market. Next came the stick-on or "unobtrusive" types (represented by Airwick Stick-up, Secrets, Tiny Tim), which now top the sales with around 45 per cent. The latest additions are the "two-way" types which offer the dual advantage of continuous low-level action plus an option of being waved around when the smell is sudden or extra strong. Taking off in 1980, these latter products have so far secured about 16 per cent of sector sales value (examples are Airwick Air Wand and Johnsons Flo Thru). One prediction is that they will take 25 per cent this year.

Estimates for the total slow-release sector suggest a current £16-18m for 1981, with an increase to around £20m in 1982 — all additional volume in a price-static market. Chemists and drug stores together hold — and are expected to retain — about one-fifth of the sterling market. Forecasting 15-20 per cent for chemist outlets this year, Steve Eaton, Temana Bees product manager for Airbal, says: "There is a 25 to 33½ per cent profit on return possible for the retailer, and with something like four million holders already in use by consumers, the potential is enormous." This is borne out by Mintel's finding that

in the three-month period July to September 1981, 64 per cent of housewives had bought an air freshener, compared with only 50 per cent three years earlier. Research by Bayer shows that 80 per cent of housewives used at least one sort of air freshener in 1981 — 5 per cent more than in 1981. Among users, 25 per cent purchased seven or more products, and 43 per cent used between three and six during the year.

Stimulus for the growth has undoubtedly come from the heavy weight of advertising that has backed the many product entries into the market. Mintel predict increasing spends in line with the recent trend — £2.040m in the first six months of 1981 against a 1980 total of £3,665m, for example. Beecham Proprieties, distribution agents for Airwick, say that the advertising-to-sales ratio has shown phenomenal increase and should be maintained at around the 20 per cent level in 1982. All other promotional activities are also likely to remain at their 1981 levels.

### Consumers educated

To some extent Bayer disagree. Senior product manager for Bayfresh, Charles Lee, sees a reduction in advertising spends with manufacturers competing more "below the line" — that is, with promotions etc rather than Press and television advertising. "Consumers are now well educated in the use of air fresheners and the many types available," he says. "With prices sure to be kept down retailers can expect even better sales in 1982 than in 1981."

So the consumer has been educated, has believed, and has purchased and continued to purchase. The boom has meant more products, which is acceptable while each appears to expand the market, even though yet another "me too". But for the retailer the crunch comes in stock investment and shelf allocation, and clearly some questions are already being asked. Says Mr Lee: "In 1979 there were seven brands competing for market share; today there are 11, with 21 slow-release and aerosol products to choose from —

not including the many different fragrances offered under each brand name." Indeed, Bayer conclude that fragmentation of the market reached almost epidemic proportions last year, when six new products, including two new brands, were launched into an already saturated market place.

In such a situation, brand achievement and potential became extremely important for the chemist. In particular, it is worth considering the brand shares in chemists versus those in the total market (if you can get an honest figure from the rep!). One source consulted by *C&D* for this report gives the following 1981 shares:

	Chemists	Total market
Total Airwick	44	41
Total Johnson Wax	16	22
Bayfresh	5	3
Airbal	14	7
Twice as Fresh	2	9
Hideaway	9	12

The above show up the more chemist-orientated brands, though the predictions for 1982 suggest that Johnsons will come up in chemist sales with an improvement in the position of Flo Thru. The other influences on buying must be the planned advertising and promotional spends, plus value-for-money and pricing policy.

### Aerosol potential?

Aerosols have now become much more like a commodity sector, according to Mintel, with products selling on price rather than brand. However, the manufacturers in the market are far from despondent — indeed, their 6-7 per cent volume growth looks meagre only when compared with the acknowledged "phenomenal" growth of the slow-release sector. Temana Bees, who have recently taken over the marketing and sales of Cooper Freshaire, contend there is potential for even greater growth — and are backing words with deeds by putting the brand on television, the first time an aerosol air freshener has used this medium for over ten years, they believe. "The aerosol sector has been neglected by manufacturers in the battle for supremacy in the solid sector."

A final summing up on the chemists' position in the total market is provided by Beecham Proprieties; "We believe that during 1982, and the years ahead, a very real potential exists for the chemist trade to increase their share substantially and hence volume and profits from the air freshener market. This will occur as more and more chemists decide to stock air fresheners, allocate adequate shelf space

*Concluded on p460*



## '...share in a growth market'

to the major brands within the market, especially those within the chemist sector, and participate in the manufacturers' regular, and generally heavyweight, consumer promotions.

"The stockists will then reap the rewards from having a share in a growing and profitable market which is showing no signs of decline and if anything, should hopefully maintain its place as the fastest growing non-food grocery market."

## Promotion plans

The **Airbal** range (Temana Bees) has recently been relaunched with the introduction of a new holder and packaging, two new fragrances and a £1m national programme. The holder design occupies half the existing shelf space, thus benefitting retail outlets where space is at a premium. The range will include two new fragrances — flower fantasy and apple blossom — available in both complete units and refills, in addition to Tobacco Clear launched in 1981. The original Airbal fragrance will be retained in refills only, making a range of seven

lines. The promotion will be spearheaded with a six-week television campaign in the London, Southern, Midland, Yorkshire and Granada television regions and should be seen by 80 per cent of viewers an average of five times.

**Cooper Freshaire**, now sold and marketed by Temana Bees, will be advertised on television in a six-week campaign starting in May. The campaign will run in Central, Granada, Yorkshire and Tyne Tees areas and the Cooper commercial will be seen by 80 per cent of viewers an average of five times.

**Astral** air freshener range (Cupal Ltd) has new "innovative" products being introduced during 1982. The first is Astral Fresh-phone, a refillable freshener / germicide unit, which follows the successful Loo-matic in-cistern bleach unit launched in 1981. Astral Vac 'N Fresh carpet and room freshener is Cupal's carpet sector introduction and the Astral solid air freshener pack has also been significantly improved.

Bayer have fired their first shot in the share battle by holding the price of **Bayfresh** slow-release products for the second year running. The price of Bayfresh aerosols has gone up — "but by less than the competition and at 65p they remain the cheapest of the major branded sprays." The range will receive heavy below-the-line support in the first half of



*New packs for Glade aerosol*

the year, with chemists being offered bonus deals "yielding excellent margins even at the most attractive retail prices." Above-the-line support is planned for the second half of the year when Bayer promise "some exciting developments of the range, maximising the unique 'shape' technology."

Johnson Wax claim that with a 37 per cent share of the total market, **Glade** is overall brand leader, being represented in all five segments. Glade is now offered in a new pack for the aerosol and there are on-pack offers on both the aerosol and Glade Flo Thru. While retaining the identity of the black can, new graphics "communicate more strongly the freshness and effectiveness of each of the five fragrances." At launch, the new packs (which also incorporate the Royal

*Continued below*

## DETHLAC INSECTICIDAL LACQUER



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Telephone: 01-397 9478 Telex: 928253



*The new half-space Airbal packaging is designed to benefit the retailer in terms of shelf space*

Warrant) are being shipped giving the consumer 20 per cent more free in the 250ml can. Glade Flo Thru is currently available flashed "6p off" across all three fragrances.

**Shake n' Vac**, for which Johnson Wax claim "a seemingly unassailable" 67.4 per cent share of the carpet sector, has recently introduced a 600g pack to sell alongside the existing 350g.

A new lavender perfume has been added to the **Haze** aerosol range (Reckitt Household Products) which will be supported next month with a "20 per cent extra" promotion. Haze Tiny Tim, a small space air freshener for use in confined places around the house, is to be supported this year by a £34m television campaign.

Current **Airwick** promotions include twin-packs of Airwick solid priced to the trade to sell out at a recommended £0.95 per unit in-store. Airwick Stick-up has a 7p-of-next-purchase coupon on both completes and refills — effectively 16 per cent off repeat purchase of a complete and 28 per cent off a refill. ■



## Makers court chemists for 'technical' sales

No flies, no sales of insecticides — so a succession of cool summers have kept this market fairly static for some years. Nevertheless, it is still a market in which chemists do far better than their outlet numbers would suggest, with perhaps nearly 30 per cent of sales in the slow-release sector.

With two dominant brands in the slow-release sector, and with chemists playing an essential role in distribution, the claims and counter-claims on brand share have in the past caused friction — and confusion for the chemist buyer. However, there is general agreement over the chemist's role and we can best leave each manufacturer to speak for itself. First, however, a detached view from the market research organisation Mintel.

Mintel value the market at £11.5m rsp in the UK, saying it has remained fairly static over the past five years largely because of the run of cool summers, and advertising expenditure has declined in real terms. Aerosols are seen to be the most important product category, with the major purchasing group profiled as C2, aged 35-44 and 45-54, living in Anglia / Midlands.

### Sales target

But flies or no flies, Temana Bees intend to increase sales of Vapona in the chemist sector by 60 per cent this year. They estimate that chemist outlets account for 29 per cent of the total slow-release market. "However, the chemist sector has suffered considerably over the past three years with sterling distribution dropping from 81 per cent in 1979 to 70 per cent in 1981."

Despite this downward trend Vapona is said to have increased its value brand share through chemists from 48 per cent to 50 per cent since 1979. "This year we are aiming to completely revitalise the chemist sector," says Mike Rock, product manager, "We are planning to increase our brand share through the chemist

sector to a level comparable to those through hardware and grocery outlets which are in excess of 65 per cent.

Plans for Vapona include increased distribution of the new Insectipen, launched last year, and an aggressive consumer advertising campaign.

### Poised for growth

If Vapona succeeds in its 1982 mission, it will be at the expense of Mafu. However, Bayer say Mafu is "poised to further strengthen its position as brand leader in the chemist sector." Already claiming 70 per cent sterling distribution and a 27.5 per cent of sales in independent chemists, the brand will again be heavily promoted as "the most comprehensive and effective range available."

Bayer are investing £100,000 in below-the-line support, including a "20 per cent extra" promotion on Mafu fly spray and heavy bonusing — "enabling retailers to make as much as as 67 per cent profit on outlay." A continuation of the successful Venus fly trap consumer campaign is also planned.

Bayer confirm that 1981 was another no-growth year for the household insecticide market, which was highlighted by fierce price competition, particularly in the aerosol sector. Yet, they say, despite heavy discounting in the grocery sector, chemists managed to hold their ground in the market, accounting for about 20 per cent of total sales — the same as in the previous year. "Bayer believe that chemists will continue to maintain this sort of share, despite the marked trend towards the multiple grocery sector in other household markets.

Mafu product manager Andy Brough says: "We know from our correspondence that consumers treat the problem of insects around the home seriously — and often with a certain amount of circumspection. Most important, they often have specific questions on various technical aspects of using insecticides — which product to use to deal with particular species; when should aerosols be used in preference to slow release and so on.

"These are the sort of questions the pharmacist is equipped to answer — a facility not necessarily available in the environment of a large grocery store. We see this as a major reason why the chemist had held his own in the market and will continue to do so."

Bayer estimate that the UK insecticide market (excluding exports) was worth £9m in 1981 (less than Mintel's estimate), with aerosols accounting for £4.3m and slow release £4.7m. Any increase in the value of the market since 1976 has been entirely due to increasing raw material costs and inflation. However Bayer are confident that, given a reasonable summer in 1982, "sales could live up to their true potential and the market could be worth in the region of £13m."



Secto (Cupal Ltd) are claiming innovation with their Fix-up insecticide range, comprising the Secto Fix-up fly killer unit for smaller room use (subject to a successful test marketing last season), Secto Fix-up pets' corner unit, combined insecticide/deodorant and, Secto Fix-up greenhouse pest killer unit for use in

*Concluded on p463*

## Support 'Secto' the trusted name in Household Insecticides.

Marketed by Cupal Ltd., King Street, Blackburn, Lancs. BB2 2DX. Telephone: (0254) 50321.





# 3 easy ways to increase summer film sales.

Here's the way to get film sales really moving this summer. Stock and display 'Kodak' film in multi-packs. Your customers save and you sell more.

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'Kodacolor' II film in 3 sizes of twin-packs ... C110-24 exposure, C126-24 exposure and C135-24 exposure. Your customers save at least 35p.

'Kodacolor' 400 film (CG135-24 exposure) is also included showing a 45p saving.

All are backed by national advertising and display material – and an extra 5% discount for you! Plus the extra D & P potential.

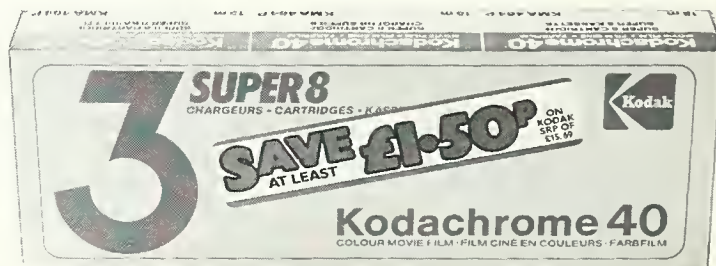


## SUPER 8 MOVIE FILM TRI-PACKS



'Kodachrome' 40 Super 8 movie films giving super savings of at least £1.50 for your customers. More turnover, plus 5% extra discount for you!

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## SLIDE FILM QUAD-PACKS

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get one 'Ektachrome' 400 film (20 exposure) free! Colour advertising in "Amateur Photographer" plus display material.



All offers available from 1st March 1982 with full point-of-sale support.



## More ways to make more this summer.

Kodak and product names quoted thus – 'Kodacolor' are trade marks.



## Computer code numbers

Due to pressure of other work I have been unable to comment on the so-called "PIP Code" until now. Your comment in *C&D* January 30 has prompted me to speak up.

Many times in the past I have been accused of aiming for Utopia. Those who think that this has been achieved with the introduction of "PIP Code" are sadly misled.

As long ago as 1970 at FIP Congress in Geneva I was naive enough to have thought that with many international pharmaceutical companies using codes for the same product (sometimes under differing trade names) in more than one country there would be some sort of international coordination in their use. I was informed then that nothing had been done, no coordinating international committee existed, nor was one envisaged.

Undismayed I returned home and wrote to almost 60 manufacturers, ABPI, NAPD, BSI, NPA, *Retail Chemist* and a number of wholesalers and multiples. I asked all of them whether they used a computer or other code for each of their products in each of its presentations, packs and sizes. The great majority of the replies were courteous and helpful. The results showed me that there were almost as many codes as there were organisations and companies. At that time some quite big companies did not even use product codes — this was before the Medicines Act.

In discussion with the compiler of the *Retail Chemist* Red Book, it seemed to me that the publication was not very alive to developments. On the other hand *C&D* were then in the process of looking into computer codes. I pointed out what had happened by cooperative effort in Germany between the various

pharmaceutical organisations to produce a national code. However, the *C&D* like many others at that time, and ever since, were wed to a particular computer and system.

In 1974 Mr S. F. Swaddle raised the matter again ("One Computer Programme for Pharmacy? — *C&D* November 15, 1974). By that time I was well aware that Unichem had reached a stage of development which would very soon produce usable codes, also there were differing codes in many other countries. I reached the conclusion that eventually some sort of "interfacing" system was inevitable.

Unichem have been accused of being uncooperative by the very people who were uninterested originally. Surely nobody expected a successful commercial company to disclose their future developments in advance to the competition?

I have been using the double mini-card stock control system since 1972. This originated in Germany as I described in the *PJ* in November 1978. With the advent of the Prosper code and terminal, the system was made easy. Now that I am one of so many using the Prosper system and awaiting the final development of a "Euro" system, is it likely that we will want to enter into an intermediate hybrid code — who is going to provide the software at no extra cost?

Apart from this there cannot be a large number of general practice pharmacists who have been actively using a coded system in general practice pharmacy in this country on a small scale. How many of them have been consulted? Surely practising pharmacists should have been involved at a very early stage in the consultations. The Society's working party on computers in pharmacy thought it worthwhile asking me to give them the benefit of my experience and FIP have done the same. Although a member of the NPA and a subscriber to the *C&D* for

many years I have not been approached directly by either organisation for what advice I might have been able to give.

I would certainly not have advocated the use of the initials "PIP": for many years now the initials have meant "Peripheral Interchange Program" in computer programming. The use of "PIP" for another meaning must surely be confusing, to say the least of it.

In 1972 when I first spoke to *C&D* about code numbers to be used with terminals, the idea was put aside on grounds of cost. Now that the successful Prosper system is in widespread use has this cost factor magically disappeared? It would seem to me that too many "late developers" are trying to profit from what has been established already.

I just cannot agree "that a universal code exists". I particularly object to the word "universal". What you really mean is that you would like all suppliers to adapt their control circuitry so that it will accept your code. Meanwhile we look like having the multiplicity of systems which come and go as in the USA.

The Department of Health seemed to be the organisation which should have developed the code along with developments in the Medicines Act some years ago. I know that some moves were afoot in 1972, but the developments seem to have kept pace with our economy, I am sad to say. I must point out that all I have written has been done as an independent pharmacist, even though I realise that I am "not alone" in my efforts towards a rational development.

**C. Victor Hammond**  
7 Banhams Close  
Cambridge CB4 1HX

Mr Hammond is less than fair to the parties involved in the PIP code launch — not least to *C&D* which can hardly be numbered among the "late developers". Our first computerised Price List was published in March 1973 to coincide with the introduction of VAT and was the culmination of a year's programming and coding work. For a year or more before embarking on the project, *C&D* had held discussions with many people and organisations and companies, including wholesalers and the DHSS (which we agree showed no enthusiasm for a universal code at that time). In the event a six-figure code was adopted which we published in the List for the benefit of anyone who might wish to use it.

Talks were also held with Unichem who expressed an interest in the code — but after discussion they progressed unilaterally. Further talks were held with the DHSS in regard to computerised

### Insecticides Concluded from p461

smaller size (8 × 6ft) greenhouses. Sectovap kitchen fly killer has a new lemon fragrance inclusion, with other improvements, such as shut off closure.

Back in business on their own behalf are Gerhardt Pharmaceuticals Ltd. Since their factory was burnt to the ground in 1974, De Witt International Ltd have been distributing Dethlac but the agreement has now terminated and Gerhardt have resumed supply. The approximate advertising expenditure this year will be £5,000 and among promotions Gerhardt will be exhibiting at the Southern Garden Show and Exhibition, held at the Brighton Centre, Brighton, Sussex, April 15-18. In April, Dethlac will change to trimline

cans, "enhancing the product, keeping it up-to-date and giving more shelf space."

The Cooper insecticides range, recently acquired by Temana Bees, will be advertised on television this season in a campaign majoring on the air fresheners but with strong emphasis on the Cooper name. Says Steve Eaton, product manager: "We believe that the extensive exposure of the brand name will have a direct benefit to sales across the complete Cooper range."

The final word should perhaps go to Mintel who find it difficult to predict the future because the insecticide market is dependent on the vagaries of the British climate. "However, it will probably not decline as flies will always be a minor household problem." ■

*Continued overleaf*



prescription pricing, but to no avail. As a result *C&D* was forced to "go it alone" to develop spin-off systems (such as updating tapes for wholesalers) — even though we too had first-hand knowledge of the United States experience.

Later these developments were discussed with Mr Arthur Trotman of ICML, who arranged an independent survey of computer systems in pharmacy. The results convinced him of the need for a universal code and he organised the setting up of the industry-wide working party which reported a year ago, endorsing the need for a code and recommending the *C&D* code as a suitable basis. Earlier, *C&D* had been among the first to discuss coding with the Article Number Association.

The NPA, on the other hand, may have stood aside while commercial competition was benefitting its members, but the Association is surely to be congratulated for stepping in when the outcome of that competition (and advancing computer technology) was an inevitable limitation of members' independence. The PIP code will be as "universal" as pharmacy makes it — with a code the independent has the option of retaining his independence; without a code he may find himself locked into a system long before any "Euro" equivalent has become universal for all pharmaceutical purposes. — *Editor*.

## Independence

I noticed in last week's *C&D* that Xrayser said the National Pharmaceutical Association was an employers' association.

At a meeting called by Ferrymans, our Numark wholesaler, to discuss the closure of the local Sangers, Mr Arthur Trotman (ICML) and Mr Tim Astill (NPA director) were present. Because soon we are to have a Mainstop supermarket with an in-store managed pharmacy, I asked if after the precedent set by acceptance of Tesco to NPA membership, would this grocery venture in Bournemouth also be allowed the benefits?

Mr Astill told us that many pharmacists were under a misapprehension about the NPA. It was not an association of independent pharmacies, nor was it an employers association. It is an association of proprietors of pharmacies, and so includes major companies like Gordon Drummond, as well as smaller people — were Boots to apply they could be granted membership, since there are no grounds for refusing anyone who owns a pharmacy, Tesco included. Membership of such giants was beneficial since it brought new expertise.

As a founder member of Independent Chemists Marketing Ltd, which was launched on the emotional appeal of the

independents fighting against the grocers and the companies for a share of the market, I am disgusted by the implications of what I have learned and wonder if ICML products — and the Numark franchise — could end up in the very outlets they were intended to help us compete against. After all ICML is essentially an offshoot of the NPA.

**K.C. Sims**  
Poole, Dorset.

## Xrayser and optics

I too have been following the blatherings of the ill-informed Xrayser, who again displays inconsistent statements.

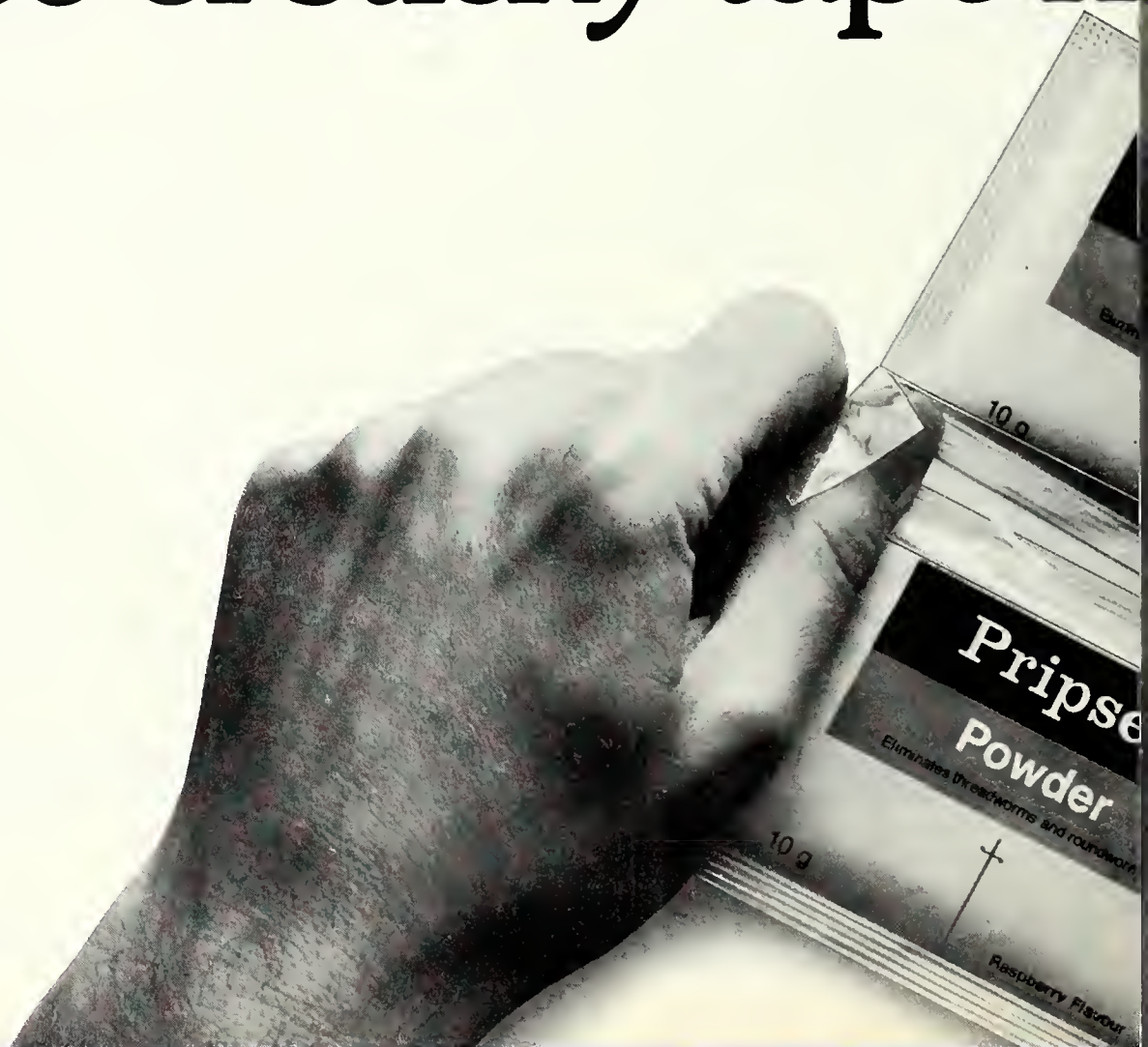
I happen to know the problems of pharmacy equally as well as Xrayser; I know the problems of optics far better than Xrayser. I also understand its responsibility far better than Xrayser.

The mud-slinging against we opticians has been engendered by company firms with their fancy premises, in prime situations, complete with fancy receptionists sat on their bottoms all day looking efficient and taking home fancy wages (sorry salaries). Their sky-high prices bear no relation to their work.

That a fellow pharmacist should join the mud-slingers makes me sick, and my advice to Xrayser is . . . mind your own business.

**Ronald C. Skirt, MPS, FBOA**  
Congleton, Cheshire

# A piece of sticky tape m





# LPC CONFERENCE

Continued from p433

## 'No comment' on NIC mystifies Mr Brining

One point which had struck Mr Brining "fairly and forcibly" over a period of time was the difference in remuneration between high and low net ingredient cost areas. "It has not been touched on at all today. I find that very surprising indeed." He went on: "If we downgrade on-cost and enhance other aspects of remuneration, we will introduce a greater degree of equity into remuneration. Differences of up to £1 in NIC would mean a difference of about £0.11 per script for contractors doing 3,000 per month — or about £1,000 pa."

Mr Alan Smith added: "The decision to put greater emphasis on fees or on-cost depends on whether we think the working party on prescribing costs, the computerisation of the Prescription Pricing Authority and other aspects of NHS costings will influence prescribing. If quantities prescribed are limited to 30 days supply (as in today's resolution); if the working party recommends

substitution of generic etc, then we are looking at an increased volume of scripts with a greater emphasis on fees on remuneration."

Mr Smith said that talks with pharmacists around the country had shown two firm indications were required from the Government before pharmacists would give up on-cost completely. "First an annual review with a rigid negotiating timetable and not the "wretched procrastination we have had in the past." The hedge against inflation argument would then be eliminated. Second the Government must not allow drug costs to escalate by 21 per cent per annum ad infinitum."

A call for definition of leap-frogging was sought by some delegates. Mr D. Coleman, Hampshire, wanted to differentiate between the "curse of leap-frogging" and legitimate, fair and reasonable competition.

## Delegates' decisions

The following were among other main items to be supported by conference:-

☐ PSNC to invite the director of the National Pharmaceutical Association to

observe their committee meeting (Mr Joe Wright, the recently-retired director, acted as a consultant. The NPA nominate five members to the committee currently).  
☐ FPCs to pay the travelling expenses incurred in the provision of an "approved" collection and delivery service.

☐ PSNC should advise the Minister for Health that triple prescription forms would limit any one supply of oral medicine to 30 days (enforced by not paying for any excess one month after introducing the scheme).

☐ A "more realistic locum fee" be payable while the pharmacist is absent for postgraduate education. Mr Alan Smith pointed to PSNC's recent rejection of a "derisory offer" of £21.64. Pharmacists had only claimed up to the present limit of £17.85 and this had hindered negotiations.

☐ Any service case arising from the result of a test prescription to be completed within eight weeks of the date of the analyst's report.

The conference opposed resolutions on the following:-

☐ Two separate motions on "substitution" — either of "equivalent medications" or from an "agreed list" for brands not normally stocked.

☐ The timing of the conference for March of each year with provision of the timetable six months in advance. ■

# They put us out of business.

A piece of sticky tape. Harmless enough you might suppose, and under normal circumstances you'd be right. But the conditions under which this particular piece of sticky tape was found, were to change everyone's lives.

The morning started innocently enough, with some of our technical chaps working on the important problem of getting the whole family to take a second dose of Pripsen, 14 days after the first.

Whilst racking his brains with the others, one of them picked up a pack and noticed that a piece of sticky tape he had casually put down had become attached to two sachets.

"Oh look" he began, "these two are stuck together.."

The rest of the story of Pripsen's new dual pack is history.

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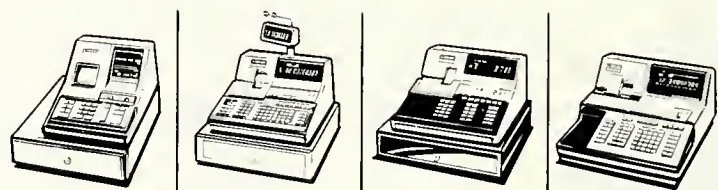
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## Group to scrutinise pharmacists' education

The Pharmaceutical Society has set up a working party to consider the content of undergraduate and postgraduate education and training.

The Society's Council also decided, at this month's meeting, to seek representation on a pharmacy group to be set up by the newly established National Advisory Body for Local Authority Higher Education in England. The NAB was formed on February 1 to carry out "exploratory studies" on a number of subjects, including pharmacy. Sir Frank Hartley was to chair the pharmacy group.

The Society's officers had recommended setting up a working party to establish a policy on education needs and to prepare information on which Council could base evidence to any inquiry. Although Council had recently published several documents on pharmacy practice there had been no fundamental review of the undergraduate and continuing education needs of pharmacists in relation to developments in practice.

The working party will comprise Mr Howarth, the Society's vice-president, as chairman, Professor A.T. Florence, Professor P.S.J. Spencer, Dr F. Newcombe, Dr M. Parker, Mr D.R. Knowles, Dr T. Eaves, Mr B. Silverman, Mr A.J. Smith and Mr D.J. Dalglish. The Education Committee's chairman, Mr Knowles, said that the cost of the working party had been estimated at £400 a meeting. There might be three meetings per annum, at a cost of £1,200.

When asked whether the working party would include professional — as well as academic — attitudes and training, Mr Knowles replied that it would consider the whole range of education and training, including the professional aspects of practice needs.

The Education Committee expressed concern that there was no academic representation on the committee and board of the NAB and thought that the Society should enlist the support of other professionals in objecting to the fact that the professions has not been consulted. Council agreed to seek representation of the Society on the pharmacy group, together with representation of academic staff from each of the traditional subject areas. It was also agreed to send a copy of the Society's UGC submission to the NAB to inquire whether any equivalent bodies were to be established in Scotland and Wales.

The chairman of the University Grants Committee is to be asked to refer the Society's submissions immediately to the full committee, rather than initially to refer it to a panel set up by the committee.

It was reported to the Education Committee that the UGC was to set up a panel of studies allied to medicine.

The Education Committee, while expressing disappointment that there was not to be a pharmacy committee, was pleased to note that the panel would report direct to the UGC. It was however, noted with concern that if the Society's submission was referred first to the panel it might be too late to influence the content of the Spring UGC grant letter. Council agreed that the chairman should be requested to refer the submission immediately to the full UGC.

### Action on Services Bill

Council has given the office authority to take whatever action might be appropriate to seek the stopping or amending of the Supply of Goods and Services Bill.

It was reported to the Law Committee that the Bill had received its second reading in the House of Commons. The Bill would not bring about major changes in the duties of a pharmacist, but would give a patient a statutory basis on which to use a pharmacist if a poor service was provided. Mr Smith believed that the Bill would result in "strict product liability" being thrust upon the retailer (including, by definition in the Bill, pharmacists and all other professions). He therefore felt the Bill should either be stopped or an exemption made for medicinal products. On the Committee's recommendation the Council agreed that, since the third reading of the Bill was set down for April 2 in the House of Commons, the office should be authorised to take any appropriate action, treating the matter with urgency.

□ A letter is to be sent to the organisers of a proposed prescription collection and delivery service, in the Watford area, pointing out possible problems with providing such a service. The general practice subcommittee was told that collections would be made twice daily from a number of medical practices; the prescriptions would then be taken to "the chemist" for processing and delivered to the patients' home addresses. There would be a charge of around 20p for delivery. The subcommittee believed that

the organisers should be told of the importance of as much direct contact between patient and pharmacist as possible, the importance of the patient's freedom of choice as to where prescriptions were dispensed, and the requirement of the pharmacist's terms of service that no incentives could be offered in order to attract prescriptions. Council agreed to send a letter to that effect to the organisers.

### Medicines in homes

The Society's proposals for the control of medicines within residential homes are to be put forward in comments on a Department of Health consultative document on the registration system for accommodation under the Residential Homes Act 1980. The document is entitled "A good home."

Among the proposals to be made by the Society are that the district pharmaceutical officer should be responsible for ensuring that an adequate pharmaceutical service is provided in homes. The Society is to suggest that the person responsible for the service should have the right of access to homes to ensure compliance, and should make inspections on a regular basis. The Society will inform the Department of its view that residential homes should be licensed, with the licence lasting no more than seven years. Licence fees should incorporate a contribution towards the cost of inspection and licensing. The Society also believes that a register should be maintained to prevent people debarred from running a home in one area from opening in another.

□ Following rejection by the Minister for Health of the proposals for national implementation of the triple prescription scheme, the Pharmaceutical Services Negotiating Committee and the General Medical Services Committee are to be invited to join the Society in an approach to the Department of Health to secure a pilot scheme.

□ A letter has been received from the manufacturer of Child-loc containers, Dalatek Ltd, informing the Society that its containers did not meet the British Standard for child-resistant closures. Customers had been told by letter and were at liberty to return stocks.

□ The International Pharmaceutical Federation is inviting general practice pharmacists to present personal communications on experiences during daily work in their pharmacies, at the FIP Congress, September 6-10, in Copenhagen. Details from H. Binder, Spitalgasse 31, A 1090, Wien, Austria.

□ A meeting has been arranged between representatives of the Society and the joint computer policy group of the Royal College of General Practitioners and the General Medical Services Committee. The

*Concluded overleaf*



## Ireland twelfth in exports

Ireland now ranks twelfth among the world's exporters of pharmaceutical products. The republic's Industrial Development Authority (IDA) said this week that exports have increased 30-fold from IR£20 million in 1970 to IR£600m at the end of last year.

Investments by over 80 overseas companies have reached over IR£400m and have generated a 40 per cent per annum growth rate. Employment in this sector has increased from 2,000 in 1970 to

more than 14,000 in 1981. Last year alone, the IDA agreed to grant-aid projects that involved an investment of IR£151m and will create 3,000 jobs over the next five years.

Newcomers to Ireland include Sterling Drug, Schering Plough and Janssen Pharmaceuticals. Imed, a private corporation based in San Diego, is recruiting over 300 staff for a subsidiary in co Donegal. The market is dominated by US companies who are said to regard easy access to EEC countries a major benefit from investment in Ireland. Their average return on investment was 33.7 per cent compared with a world average of 14.3 per cent.

The IDA offers a package of incentives to healthcare companies, including corporation tax at 10 per cent, 100 per cent first year depreciation allowance on plant and equipment and other grants. ■

## First SDP health policy conference

Social Democratic Party health policy is beginning to crystallise after a conference last weekend — the first of a series of specialist meetings at which party members will consider which policies should be adopted. A consultative paper is expected around Easter. The meeting also saw the launching of the SPD Health and Social Services Association.

Mr N. Wood, of the SDP pharmacists' group, who attended the conference, told *C&D* that there was a general feeling that there should be greater integration between the health and social services,

and an emphasis on primary care. In a workshop on the prevention of illness the part the pharmacist could play was pointed out. ■

## Bulk prescribing panel sought

The Pharmaceutical Society is to seek the establishment of an expert panel of doctors and pharmacists to consider bulk prescribing, following a proposal made at this month's Council meeting that a panel consisting of three pharmacists and three doctors should consider if any Prescription Only Medicines could be subject to bulk prescribing.

although the committee has always taken the view in the past that there should be one integrated system for all incidents, regardless of whether they arise in hospitals, general practice or industry, and that since the Department acts as the licensing authority, withdrawals and warnings should also emanate from there.

□ The Society is to ask hospital pharmacists and the Royal College of Nursing to ensure that nurses are adequately educated on measurement of insulin doses.

□ A working party has been appointed to draft a code of guidance setting down minimum criteria for pharmaceutical services in private hospitals.

□ A poster is being prepared for display in newspaper and broadcasting news rooms to discourage the naming of drugs in reports of suicides.

□ The Society is to send a further letter to the registrar of Trade Marks reaffirming its objection to the use of the name Pharmacin to describe aspirin capsules. It was reported to the Law Committee that a letter addressed to the Controller of Trade Marks in January has not reached its destination. A telephone conversation with the Trade Marks Office had revealed that an application has been made to

The Pharmaceutical Services Negotiating Committee is to be asked to join the Society in seeking the support of the General Medical Services Committee for an approach to the Department of Health, which would be asked to appoint the members of the panel. ■

## Get to know your local pharmacist

Pharmacy comes under scrutiny in the current issue of *Doctor's Answers*. In the editorial Dr Trevor Weston says "a good relationship with your local pharmacist is well worth having," and that once he is familiar with your background "he will be all the better equipped to give you advice about minor medical matters, to advise you on what you can safely treat on your own and what really requires a doctor's opinion, and what will be the best proprietary medicine to take if a prescribed drug is not required." It is a misconception, he says, that because pharmacists keep a shop that their interests are primarily commercial and they cannot be relied upon to give a disinterested medical opinion.

The article inside deals with the path of a drug from discovery, development and manufacture to prescribing and dispensing. The role of the pharmacist as an expert on drug doses and interactions and his function of checking prescriptions is emphasised. A number of questions on prescriptions and drugs are posed, such as might be asked by members of the public, and answers given. ■

## PSGB Council

*Concluded from previous page*

Society is to enrol Mr A.J. Smith as a member of the primary health care specialist group of the British Computer Society, so that the Society should be kept involved in computer developments.

□ The Society is to remind the Home Office of its objection to further increases in the licence fees for Controlled Drugs. The Home Office had indicated an intention to increase Controlled Drug licence fees by 17 per cent from April 1.

□ Representatives of the Society are to meet representatives of the PSNC on March 18 to discuss problems arising from planning permission being given for dispensaries in residential areas.

□ The Department of Health is to be informed of a number of comments made by the Hospital Pharmacists Group Committee on a draft revision of the procedure for reporting defects in, and accidents with, medical products and other medical supplies and equipment. One comment is that the draft seems to deal with hospital procedures only,

register Pharmacin as a trade mark, and had been advertised in the relevant *Trade Marks Journal* in May, 1981. The application had attracted opposition from two bodies, and the name had therefore not been registered. No indication could be given from the Trade Marks Office as to when the matter would be resolved, and it was understood that the registrar had raised a late objection to the application since it was considered that the mark came too close to the word "pharmacy." On the Law Committee's recommendation, the Council agreed that, since the trade mark has not yet been registered, a further letter should be sent to the registrar of Trade Marks reaffirming the Society's objection, and that a further letter should be sent to the manufacturer giving notification of the Society's formal objection. (We have been told that the question of possible confusion has already been considered by the registrar but he has accepted in principle the application for Pharmacin for inclusion in Part B of the Trade Marks Register. The two objections referred to are, in fact, one and will be withdrawn following discussions between Optrex Ltd and the other party — *Editor*.) ■



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# TWICE<sup>as</sup> FRESH

## AIR FRESHENER

This is to announce that, effective March 26th, Reckitt & Colman have acquired from The Clorox International Company the air-freshener brand **TWICE<sup>as</sup> FRESH** in the United Kingdom.

As a result of this change, distribution of **TWICE<sup>as</sup> FRESH** to the Chemist Trade will be transferred from Sangers Agencies to Reckitt & Colman, who will assume responsibility for the sales and marketing of **TWICE<sup>as</sup> FRESH** from March 26th.

Clorox International values highly its association with Sangers Agencies, who have successfully introduced **TWICE<sup>as</sup> FRESH** into the UK Chemist Trade, and regrets that it has to end this association because of the change.



## Budget supports small business?

Sir Geoffrey Howe has used the budget to introduce a range of measures designed to stimulate industry, paying particular attention to small businesses and the self-employed:

- The **national insurance surcharge**, described by the Chancellor as "a tax on employment" is cut by 1 per cent to 2½ per cent, with effect from August 2. In order to ensure that businesses do not suffer from this delay the Chancellor is proposing a further cut of ½ per cent between August 1982 and April 1983. The cash limits applying to the NHS and other employers in the public sector will, however, be adjusted to leave them in exactly the position they would occupy without the change in rate.
- The threshold point of **VAT registration** rises from £15,000 to £17,000 — with relief available against services supplied before registration.
- Changes in **capital gains tax** intended to prevent companies paying tax on inflationary gains which appear only on paper will, from this April, allow for gains to be calculated after an adjustment for inflation occurring since that date. No relief is available regarding the first year of ownership however, as this provision is designed to apply only to assets held over a number of years. The limit for exemption from capital gains tax is raised to £5,000. This figure will in future be

indexed to adjust automatically for inflation.

- In order to compensate for the damage done to their savings by a decade of inflation, older contributors among the self-employed will qualify for increased **retirement annuity relief**. This gives a figure of 20 per cent for those born in the period 1916-33, 21 per cent for those born in 1914 or 1915 and 24 per cent for contributors born in 1912 or 1913. The present entitlement is 17½ per cent.
- The limit on equity capital investments qualifying for income tax relief under the existing **business start-up scheme** is increased from £10,000 to £20,000. Benefit from 1981-82 unused under the original scheme may be added to this year's entitlement, meaning this provision could be worth up to £30,000 for a company in the current financial year.
- Based on the belief that **employee share ownership** encourages greater commitment to the employing company, the maximum value of shares which can be allocated to one employee is increased from £1,000 to £1,250. Tax arising from these transactions will now be collected over a period of three years, rather than in a lump sum as at the moment.
- The period for which **income and corporation tax relief** can be claimed on pre-trading expenditure is extended from one to three years.

Other measures include an increase in income tax personal allowances (changes in PAYE taking effect from the first payday after April 26), and an increase of £10 in private vehicle excise duty. ■

## The 'myths' of VAT

The National Federation of Self Employed & Small Businesses has published a booklet claiming that VAT, as presently administered in the UK, is not a value added tax at all, but in fact amounts to a selective sales tax.

In "VAT — The myth and reality" (£3.00 + £0.50 p&p) the Federation bases its arguments on the premise that, as the VAT paid at each stage along the chain from importer to retailer is cancelled out by an identical amount reclaimed in the same period, the whole of the yield is actually collected at the retail stage. Thus, it is argued, the vast majority of VAT record-keeping by business and

Government is not only completely unnecessary, but also wastes some £750m annually. The booklet is available from the *NFSE, 45 Russell Square, London WC1*. ■

## Combined efforts

Hopkin & Williams and BDH Chemicals have combined their activities in industrial chemicals to form a third company. The new firm — which is to trade under the name of Hopkin & Williams — will be based in Dagenham, where it will take responsibility for the marketing and UK sale of BDH, Hopkin & Williams and E. Merck products. Deliveries will be made throughout the existing network of local

BDH distribution depots.

Business formerly placed with BDH in Poole or the old Hopkin & Williams will be phased into the new company over the next few months. ■

## 'Wragby' 'clean room'

Wragby Plastics have completed £½m investment in a "clean room," becoming one of the few UK firms in their field able to offer such a facility. The room provides a filtered atmosphere which displaces the air 15 times per hour, together with "insectocuters" which eliminate the problem of airborne pests. Machine operators in the room have undergone specialist hygiene training, and wear protective clothing.

Wragby have built the room to meet the specifications of their customers in the pharmaceutical and food industries. Mr Luther Bradbury, sales director of the company, explains: "Many of our customers have their own clean room areas, and naturally want to purchase moulded products from a supplier who can offer a similar facility." ■

## Billington depot

F.A. Billington Ltd have acquired a 47,000 sq ft warehouse unit on the Park Lane industrial estate in Oldbury. It is envisaged that the new unit will eventually become the central depot for the company's entire chain of shops, which they plan to expand in 1982.

The complex also includes cash-and-carry premises, open to trade customers, carrying a full range of OTC medicines and toiletries. The company is prepared to accept telephone orders and assemble orders for the pharmacist, but delivery facilities are not available. ■

■ **Aspro-Nicholas Ltd** have announced trading profits of £4.24m for the six months to December 31, 1981.

■ **J. Pickles & Sons** are joining the National Pharmaceutical Association clearing house scheme. The company will be listed from July onwards.

■ **Rentokil Group Ltd** have declared 1981 pre-tax profits of £14.2m, compared with £12.8m in 1980. Turnover for the year was £97.98m (£82.1m), and UK profits reached £10.49m (£9.49m).

■ **Unilever plc** have announced 1981 pre-tax profits of £708.5m as against £572m in 1980. Turnover was up from £10,152m to £11,890m. The final dividend was 16.91p (13.97p), making a total for the year of 26.87p (22.91p).

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# MARKET NEWS

## Short crop of olive oil forecast

London, March 9: A much reduced supply of olive oil from the 1982-83 crop is forecast by the International Olive Oil Council. However, the ex-wharf rates for Spanish and EEC origins have so far not reacted to the announcement. Sweet almond oil is a little easier.

Among essential oils Brazilian peppermint remained firm, and was unaltered for the second successive week despite the new crop being six to eight weeks later than usual. Elsewhere spot supplies of clove leaf and spearmint oils are unquoted. Patchouli has again risen in both positions, while petitgrain was lower on the spot. Some of the Spanish oils were also easier.

In crude drugs aloes, Canada balsam, cardamons, ginger and white pepper were dearer according to delivery. Agar and Peru balsam were lower.

Anydrous dextrose is dearer by £50 metric ton. ■

### Pharmaceutical chemicals

**Glucose:** (Per metric ton in 10-ton lots) — monohydrate £325; anhydrous £650 for 1-ton; liquid 43° Baumé £351.50 (5-ton lots); naked 18-ton lots £290.25.  
**Magnesium sulphate:** BP £147.10-£150 metric ton; commercial from £130; exsiccated £310.60.  
**Magnesium trisilicate:** Light £0.80 kg; heavy £0.79 kg in minimum 900-kg and 1,200-kg lots respectively.  
**Sodium ascorbate:** 100-kg lots £5.41 per kg.  
**Sodium benzoate:** £0.70 kg in 500-kg lots.  
**Sodium bicarbonate:** BP from £156.40 metric ton as to grade in minimum 10-ton lots delivered UK.

### Crude drugs

**Agar:** Spanish £7.50 kg spot.  
**Aloes:** Cape £1,465 metric ton spot; £1,430, cif. Curacao £3,250, cif.  
**Balsams:** (kg) **Canada:** Spot quoted at £16.45; shipment £16.55 cif. **Copaiba:** £5.60 spot; £5.65, cif. **Peru:** £9.50 spot; £9.45, cif. **Tolu:** Spot £5.30.  
**Benzoic:** £135 cwt, cif.  
**Cardamoms:** AGN £7.25 kg, cif.  
**Chillies:** Mombassa unquoted powder £900 per metric ton spot.  
**Cochineal:** (kg) Tenerife black brilliant no spot; £13 cif; Peru silver grey no spot; £10, cif.  
**Gentian roots:** No spot; £2,860 metric ton, cif.  
**Ginger:** Cochinchina £800 metric ton spot; £750, cif. Other sources not quoted.  
**Ipecacuanha:** Costa Rican £35.20 kg, cif.  
**Jalap:** Unquoted.  
**Liquorice:** Root, no spot; £1,700 metric ton, cif. Block juice £1,400 metric ton spot; spray-dried powder £1,900.  
**Menthol:** (kg) Brazilian £7.25 spot; £7, cif. Chinese £6.10 spot and cif.  
**Pepper:** (metric ton) Sarawak black £995 spot, \$1,550, cif; white £1,325 spot; \$2,050, cif.

### Essential and expressed oils

**Almond:** Sweet in 4-ton lots £1.65 kg duty paid.  
**Citronella:** Ceylon £2.50 kg spot; £2.20, cif. Chinese £3.70 spot; £3.60, cif.  
**Clove:** Indonesian leaf no spot; £2.15 kg, cif. English distilled bud £55 spot.  
**Eucalyptus:** Chinese £2.75 kg spot and cif. Spanish £4.35 spot.  
**Lavender spike:** £12.55 kg.  
**Olive:** Spanish £1,665 per metric ton in 300-kg drums ex-wharf; EEC origin £1,550.  
**Origanum:** Spanish 70 per cent £19.25 kg.  
**Patchouli:** Indonesia £18.25, kg spot; £17.75, cif.  
**Pennyroyal:** From £7 per kg spot.  
**Peppermint:** (kg) Arvensis — Brazilian £7.10 spot; £7, cif. Chinese £3.90 spot £3.82, cif. American piperata £13.  
**Petitgrain:** Paraguay £9.75 kg spot; £9.25, cif.  
**Sage:** Spanish £17 kg spot.  
**Sandalwood:** Mysore £56.50 kg spot. East Indian £54 spot.  
**Spearmint:** Chinese no spot; £8.35 kg, cif. American £11.50 spot.  
**Thyme:** Red 45-50% £19.80 kg spot. 50-55% £22.75.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

# APPOINTMENTS

■ **R. Gordon Drummond Ltd:** Mr G.B. Green, BSc, MPS, has been appointed marketing director, being based at the offices of the wholesale subsidiary, Brown Gray & Co Ltd, Mathieson Road, Rutherglen, Glasgow. Since 1970, Mr Green has been marketing director of Savory & Moore Ltd, having been appointed a director at the time of acquisition by Macarthy in 1967. He is a council member of the Institute of Pharmacy Management International and chairs that body's education committee. He is also a keen golfer and, until recently, was secretary of the South London and Surrey Pharmacists Golfing Society.

■ **Holgran Foods Ltd:** Mr Forbes Simmers is appointed field sales and marketing manager.

■ **Temana Bees Ltd:** Graham Smith is appointed head of marketing. Mr Smith was previously business development manager for Temana UK Ltd.

■ **Bowater-Scott Corporation Ltd:** Mr Nigel Thomas is appointed director, consumer sales; Mr Ray Dinkin becomes director, consumer marketing, and Mr David Rowe director, sales and marketing, industrial and medical division.

■ **Beatson Clark plc:** Mr Peter Moran and Mr Bernard Smith have been appointed to the board. Mr Moran joined the company in 1975 as export manager, and Mr Smith in 1974 as company personnel manager.

# COMING EVENTS

## IFCC in Paris

The 12th Congress of the International Federation of Cosmetic Chemists is to take place in Paris, September 13-17. The theme of the congress will be "Science and Technology in Cosmetology" and subjects covered include the technology, efficiency and analysis of cosmetics, and recent advances in cosmetic and cutaneous science. A poster session and a discussion forum will be organised during the congress.

The social programme includes a symphony concert, an evening at the Paris Lido, and the closing banquet. A preferential subscription rate will be given to applications received before May 31. Registration fee is \$100. Details of travel, accommodation and registration from *Wagon Lits Tourisme, Service des Congres, 126 rue de Provence, 75382 Paris CEDEX 08, France.* ■

### Monday, March 15

**Blackpool Branch, Pharmaceutical Society,** NW Region Health Authority Conference Centre, Prestwich Hospital, at 7pm. Dr I.M. Clarke on "Pain relief in terminal care".  
**Mid-Glamorgan East Branch, Pharmaceutical Society,** Hawthorn Leisure Centre, Pontypridd, at 8pm. Social evening with **Cardiff and South Glamorgan Branch.** Buffet.

### Tuesday, March 16

**Northumbrian, Sunderland and Durham Branches, Pharmaceutical Society,** Freeman Hospital, at 7.30pm. General knowledge quiz.

### Wednesday, March 17

**Brighton Branch, Pharmaceutical Society,** Postgraduate medical centre, Brighton General Hospital, Elm Grove, at 7.15pm. Joint meeting with Brighton and Cuckfield Branch, BMA. Mrs J.A. Kilshaw on "The Benzodiazepines — from molecular biology to clinical practice".  
**Hull Pharmacists' Association,** Postgraduate centre, Hull Royal Infirmary, at 7.45pm. Joint meeting with Royal Institute of Chemistry. Detective Superintendent R.P. Sagar on "A battle of wits".  
**Mid-Glamorgan Branch, National Pharmaceutical Association,** Hawthorn Leisure Centre, Treforest, Pontypridd, at 8pm. General meeting.  
**Scottish Department, Pharmaceutical Society,** 36 York Place, Edinburgh, at 7.45pm. Mr J.H. Webster, Hanrex Ltd, on "A controlled dosage system".  
**Worthing and West Sussex Branch, Pharmaceutical Society,** Kingsway Hotel, Marine Parade, Worthing, at 8pm. Dr R.J. Woodward on "A prescription for health foods".  
**York Branch, Pharmaceutical Society,** Dringhouses suite, Post House Hotel, York, at 8pm. Dr Ringshaw, Beecham Animal Health Research Laboratories, on "Veterinary pharmacy".

### Thursday, March 18

**Ayrshire Branch, Pharmaceutical Society,** Balgarth Hotel, Dunure Road, Ayr, at 8pm. Dr D. Bailey, Welsh School of Pharmacy, on "Curious history of contraception".  
**Birmingham Branch, Pharmaceutical Society,** Senior common room, 7th floor, University of Aston, at 8pm. Speaker on "The role of the Pharmaceutical Service in relation to the Health Service".  
**Bradford and Halifax Branch, National Pharmaceutical Association,** Main building, room D4, Bradford University, at 8pm. Professor A.H. Beckett, president, Pharmaceutical Society, on "Problems of dope in society and sports".  
**Bristol Branch, Pharmaceutical Society,** Postgraduate medical centre, Frenchay Hospital, at 8pm. Dr C. Kennedy, consultant dermatologist, on "Common skin conditions and their treatment".  
**Dundee and Eastern Scottish Branch, Pharmaceutical Society,** Lecture theatre 3, Ninewells Medical School, at 7.30pm. Mr J. Summers on "Homoeopathy".  
**Lancaster, Morecambe Branch, Pharmaceutical Society,** Conservative Club, Church Street, Lancaster, at 7.45pm. Joint meeting with **Morecambe Bay Branch, NPA.** Mr M. McGrath, Prescription Pricing Authority on "Elements of operation of the Pricing Service". Dinner at 7pm. Tickets £4 from Mr R.W. Harrison, "Tresanton", 2a Rydal Road, Lancaster LA1 3HA.  
**Southend Branch, Pharmaceutical Society,** Postgraduate medical centre, Basildon Hospital, at 7.30pm. Dr J.B. Kay on "The care of contact lenses".

### Friday, March 19

**Crawley, Horsham and Reigate Branch, Pharmaceutical Society,** Goffs Park Hotel, Crawley, at 7pm. Dinner and dance.

### Advance Information

**Welsh Committee for Postgraduate Pharmaceutical Education,** Postgraduate medical centre, Bronglais Hospital, Aberystwyth, Dyfed, March 21, at 10.30am. Study day on "The pharmaceutical aspects of tranquillisers and anti-depressants". Applications to Dr D.J. Bailey, Welsh School of Pharmacy, telephone 0222 373165.  
**Isle of Wight Branch, Pharmaceutical Society,** Gatcombe House, near Newport, March 26 at 7.30pm. Annual dinner. Speakers Mr and Mrs A. Brown. Tickets £6.50. Apply to Mr A.P. Stratton, 132 High Street, Ryde.  
**National Pharmaceutical Association,** Mallinson House, 40-42 St Peter's Street, St Albans, Herts, April 20, at 10am. Hair care products seminar. Fee £20. Apply to training department, NPA, as above.  
**Royal Society of Chemistry,** analytical division, Lecture theatre, Fison's Pharmaceuticals, Loughborough, April 20, at 2pm. Joint meeting of Midlands region and Electroanalytical groups. Lecture on "Electrochemical methods in pharmaceutical industry".  
**D.H. Industries,** Ladbroke Mercury Inn, Southend Arterial Road, Hornchurch, Essex, April 20 and 21. "D.H. Industries / Pamasol aerosol 'teach-in'". Apply to D.H. Industries Ltd, Sullivan House, Abbey Wharf, Kingsbridge Road, Barking, Essex.  
**Frost and Sullivan / Wolfson Institute,** conference on "The live sciences — market opportunities in biotechnology", Firth Hall, University of Sheffield, April 20-22. Fee £400. Details from Ms J. Morris, Frost and Sullivan, 104-112 Marylebone Lane, London W1.  
**Queen's University of Belfast,** Course on "Allergies and homoeopathic medicine", April 22, at 10.15am. Fee £4.00. Shorter lay course on April 22, at 7.30pm, same venue. Fee £1. Details from H. Gribbin, Department of Extra-mural Studies.  
**National Pharmaceutical Association,** Mallinson House, 40-42 St Peter's Street, St Albans, Herts, April 28, at 10am. Seminar on "Pets as customers". Fee £34.50. Apply to training department at the above.  
**National Pharmaceutical Association,** Russell Hotel, Russell Square, London WC1, April 29, at 9.45am. Seminar on "How to run a health food section profitably". Fee £35. Details from training department, NPA.  
**British Society for the History of Pharmacy,** University of Warwick, April 2-4. Weekend conference, "Compendium Historicum." Cost £45 per person (residential), or £10 per person per day (non-residential). Applications by March 26 to Secretary, BSHP, 36 York Place, Edinburgh EH1 3HU.  
**Analytica '82.** International exhibition and conference in analytical science, Munich Exhibition Centre, April 27-30. Details, travel etc from ECL (Exhibition Agencies) Ltd, 11 Manchester Square, London W1M 5AB.



# CLASSIFIED

## Appointments

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## Appointments

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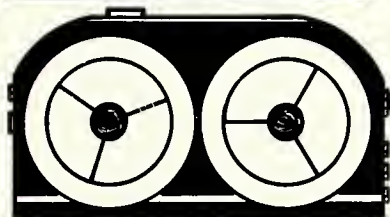
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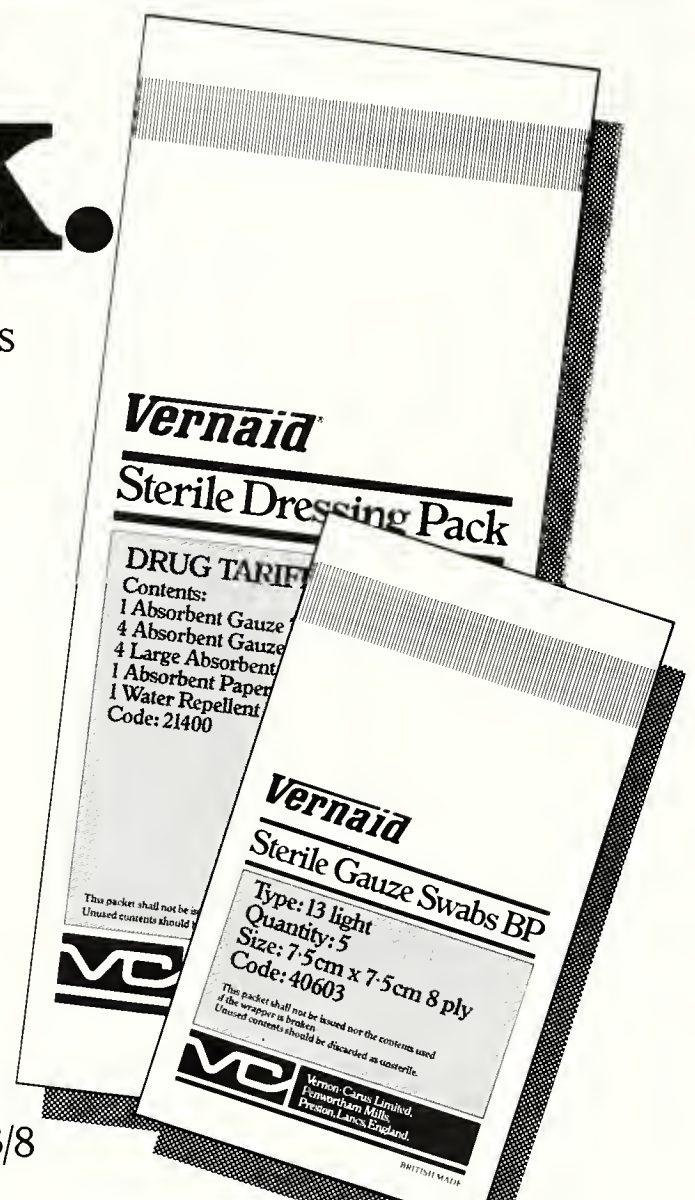
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Paracetamol Ph. Eur. 250.00mg Aspirin Ph.  
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**Uses:**

VEGANIN provides analgesic and antipyretic  
properties. It is indicated in influenza and

other conditions which require an antipyretic  
and for all kind of mild to moderate pain,  
especially headache, dysmenorrhoea,  
rheumatism and toothache.

**Dosage:**

**Adults:** one or two tablets to be swallowed  
every 3 to 4 hours up to a maximum of  
8 tablets in 24 hours.

**Children:** (6-12 years) 1/2 to 1 tablet to be  
swallowed every 4 hours up to a maximum of  
4 tablets in 24 hours.

**Children under 6 years:** not recommended.

**Contra-indications:**

Hypersensitivity to any of the components.  
Not to be used by patients suffering from  
active peptic ulceration and haemophilia.

**Warnings:**

Not recommended to be used in pregnancy.  
The stated doses should not be exceeded.

**Package Quantities:**

Cartons containing 10, 20 and 50 tablets in  
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Full technical information and data sheets available upon request.

\*Trade mark R81055